Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

June 15, 1959
Volume 30 • Number 24
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050

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THE NATIONAL NEWSPAPER OF MARKETING

Lewin Bows Out at Mogul, Lewin, Williams & Saylor

Agency Chairman's 'Retirement' Called 'Inherent' in Merger

NEW YORK, June 12—A. W. Lewin, chairman of the board of Mogul, Lewin, Williams & Saylor, has left the agency, under a veil of mystery and silence.

Mr. Lewin acknowledged that "I'm no longer there"—an absence, it developed, which dates from April 27. He said he didn't know if there is a new chairman of the board. "I haven't any idea what my plans are," he said, and would make no further comment.

▪ Emil Mogul, president and chief executive officer of the agency created in the merger of Emil Mogul Co. with Lewin, Williams & Saylor Jan. 1, would not even concede that Mr. Lewin had left.

"I'm usually very communica-

(*Continued on Page* 107)

JWT Vies with Dozen Agencies for Johns-Manville

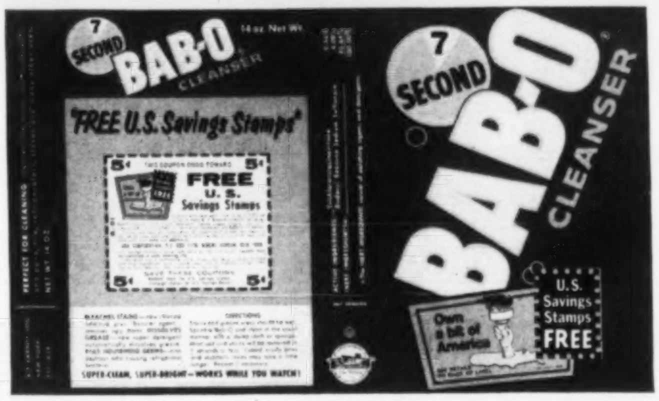
NEW YORK, June 9—Johns-Manville Corp., which has had J. Walter Thompson Co. as its agency since 1931, has put its $2,000,000 advertising account up for grabs.

According to R. L. Johnson, ad director, the company has invited other agencies to make "informal presentations" for the account, which is a heavy industrial advertiser, to "reappraise the company's ad program."

"We're just stirring things up a bit, and it kind of helps," Mr. Johnson said.

While he would not list the "dozen or so" agencies currently pitching, he said J. Walter Thompson is "definitely in the running."

The company expects to make a decision on whether to move out of its present agency "by mid-summer." #


7 SECOND
BAB-O
CLEANSER
"FREE U.S. Savings Stamps"
FREE U. S. Savings Stamps
SUPER-CLEAN, SUPER-BRIGHT—WORKS WHILE YOU WATCH!
7 SECOND
BAB-O
CLEANSER
U.S. Savings Stamps FREE
Own a bit of America

AMERICA BIT—*This is one of the labels Babbitt will use beginning in September to promote its coupon offer of U. S. savings stamps.*

AFA Headquarters to Shift to Washington

Move to Be Completed by Sept. 1, '60; N. Y. to Be 'Important Branch'

For other news and pictures of the AFA see Pages 3, 90, 91, 103.

MINNEAPOLIS, June 10—The Advertising Federation of America will become a Washington-headquartered association on or about Sept. 1, 1960. But by September of this year it will take the preliminary step toward the move by establishing a fulltime office and staff in Washington.

The decision to switch the AFA headquarters from New York to Washington was made at a directors meeting of the association in conjunction with its 55th annual meeting here this week.

Plans call for establishment, by the fall of this year, of a Washington office staffed by a fulltime executive and a couple of office personnel, and for the entire headquarters staff to move from New York to Washington in September, 1960. At that time, "an important branch office" will be set up in New York.

Establishment of the Washington office will require an addition of some $35,000 to the existing AFA budget, it is estimated.

▪ The new office, the board said, will develop "into an embassy in the nation's capital for all advertising, serving as a center for both information and communication with government and back to all segments of business concerned with advertising at its grass roots."

The Advertising Federation of America is composed of 131 member clubs from the eastern seaboard to Denver, and of the memberships of 17 constituent associations in the advertising field. It (and its counterpart, the Advertising Assn. of the West, which is a federation of advertising clubs in the 13 western states) is the over-all tent for advertising interests, embracing advertisers, agencies, media and related organizations and individuals in a single association.

As such, the association hopes to concentrate its activities primarily in the fields of legislation, advertising education and public relations for advertising. The move to Washington is envisaged as an opportunity to provide greater opportunities in each of these areas.

▪ "Advertising today represents a major force in our dynamic economic progress," AFA's retiring

(*Continued on Page* 94)

'Enviable Position,' Says Treasury Exec . . .

Babbitt, U.S. Treasury Join in Coupon Drive

Other Companies Invited; Lachner 'Doubts' if Top Soap Makers Will Come In

WASHINGTON, June 11—Building on the experience acquired in his company's free transit ride coupon promotion, Marshall S. Lachner, president of B. T. Babbitt Inc., has come up with an even more spectacular couponing idea. Reuben H. Donnelley Corp. will manage it. And Babbitt is inviting other manufacturers—including competitors—to come in.

This time it is U. S. savings bonds. The citizenry will get them by saving coupons which will appear on all Babbitt products beginning in September. It is a long climb of course, even to a $25 bond, since it generally takes five purchases to get a 25¢ savings stamp, and it takes 75 savings stamps to make up an $18.75 bond.

With Donnelley's sales force set to recruit another 20 or more participants, however, Mr. Lachner thinks there will be so much promotion behind the project and so many opportunities to accumulate coupons that the stamp deal will be even more successful than the free transit ride promotion which Babbitt staged solo in New York and six other big urban centers.

Regardless of how many others enlist, Babbitt intends to get the savings bond promotion going in September, when it will divert large portions of its advertising budget to the plan. It also expects

(*Continued on Page* 107)

Sylvania Drops Co-op Ads for Radio, TV Sets

Company Will Put Money Into Local Advertising Instead, Lunney Says

(E. B. Weiss is currently scrutinizing in ADVERTISING AGE *the reasons why advertisers are reappraising their co-op promotions. Chapters II and III appear this week on Page* 77.)

CHICAGO, June 12—The home electronics division of Sylvania Electric Products Inc. will drop its co-op advertising program, effective immediately, Charles R. Lunney, advertising and sales promotion manager, told Sylvania distributors here today.

Mr. Lunney told ADVERTISING AGE that Sylvania becomes the first company in its field to discard co-op advertising. The home electronics division, which makes radio and television receivers and hi-fi sets, has had co-op ad arrangements with its distributors since 1948. The division is the only one of four Sylvania product divisions which has had a co-op program.

"Under this new arrangement, Sylvania will use monies which previously went into a co-op fund to buy local advertising," Mr. Lunney said. "We are going to

(*Continued on Page* 106)

Client Reveals Merger of Dowd, Cohen & Aleshire

Previous Merger Went Astray; Failure Chance of This One's 'Minimal'

NEW YORK, June 11—For the second time in two months, Cohen & Aleshire is counting its chickens slightly before they've hatched. Or maybe the chickens are doing the counting.

This week House of Seagram announced the transfer of some $5,000,000 worth of liquor business, including Lord Calvert, "to the newly merged agency of Cohen, Dowd & Aleshire" and thereby revealed that Dowd, Redfield & Johnstone was merging into Cohen & Aleshire.

Back in April, Norwich Pharmacal Co. awarded its Nebs account to what was to have been a merged Fletcher Richards, Calkins & Holden agency with Cohen & Aleshire. But the merger went sour at the last minute (AA, April 20), while the account stuck with Cohen & Aleshire.

This time, however, the merger is much further along, Harry B. Cohen Sr. said today, and the possibilities of it not going through are "minimal." He said the financial details remain to be worked out, and the target date for the

(*Continued on Page* 103)

'Killer Instinct . . . for Outdoor' . . .

Outdoor Men Gun for Bigger Budget Share

Considine Tells OAAA Outdoor's Had 'Rough Deal from Other Media'

CHICAGO, June 11—The problems of an expanding business were highlighted at the 61st annual Outdoor Advertising Assn. of America convention this week, held in an atmosphere in striking contrast to that of last fall, when a national convention was abandoned in favor of regional meetings designed to mobilize outdoor men to combat restrictive legislation.

The legislative problems, in fact, received only passing mention in most sessions of this week's four-day gathering, as members turned to matters of sales and business in general.

Last year the federal government offered "bonus" money to states which complied with stringent fed-

(*Continued on Page* 106)

Last Minute News Flashes

Hertz Talks to Agencies, Including Present One

CHICAGO, June 12—Hertz Corp. will hear presentations from several agencies seeking its $4,000,000 Rent A Car account, ADVERTISING AGE learned today, and then is expected to decide whether or not to switch its account from Campbell-Ewald, one of the agencies being considered. Speculation is that the account will either (1) stay put at C-E or (2) move to an agency whose headquarters are based in New York.

Northam Warren Names DCS&S for Cutex

STAMFORD, June 12—Northam Warren Corp. has appointed Doherty, Clifford, Steers & Shenfield, New York, to handle its Cutex line of lipstick and manicure items, succeeding Doyle Dane Bernbach Inc. (AA, May 18). The Odorono deodorant and Peggy Sage manicure lines are still unassigned. DCS&S was not in the running for Odorono, since it has Bristol-Myers' Mum. The Cutex line bills about $1,000,000.

Philip Morris Tests Alpine, Mayfield Brands

NEW YORK, June 12—Philip Morris Inc. is testing a new mentholated, king-size, filter-tip cigaret called Alpine in Albany, Rochester and Syracuse, using four-color newspaper ads. Doyle Dane Bernbach is the agency. The company denied it would discontinue Spud and said it is testing another mentholated brand, Mayfield, via newspapers and radio and tv spots in Oregon and Washington. Leo Burnett Co. is the agency.

(*Additional News Flashes on Page* 107)

Tops: Anacin's $12,000,000 . . .

Drugs, Medicines Don't Rule TV Airwaves; It Just Seems That Way

TvB Tabulation Finds Category Accounted for Only 10% of '58 TV Sales

NEW YORK, June 11—A regular tv viewer sometimes gets the uncomfortable feeling that drugs and medicines are beginning to take over the airwaves.

He is not at all sure whether he is suffering from tired blood, lack of sleep, excess weight, vitamin deficiency, frayed nerves, indigestion, headaches or a dozen or so ailments about which he is reminded regularly on tv. The reminders include some complaints that he may have heard talked about rarely outside of clinical circles before tv put them into living room conversation.

But the viewer who begins to visualize television as a medicine cabinet with a window is out of touch with reality, as represented by the hard, cold figures that are spilling out of the tabulating machines of the Television Bureau of Advertising these days.

■ Drugs and medicines accounted for less than 10% of total national tv time sales in 1958, according to TvB records. Spot tv listed nearly 60 drug customers; network had about the same number. Many of the products used both spot and network. Their total estimated gross time sales were $98,224,639.

But the fact that drug sales-

(*Continued on Page* 95)

On Job 3 Weeks, Agency Hits Ex-Client in Slogan 'Piracy'

CHICAGO, June 9—Gourfain-Loeff Inc. has filed suit in circuit court seeking an injunction to restrain Libby Furniture & Appliance Co., a former client, from using an advertising slogan which the agency claims to have created

The agency also seeks to collect $9,649 from Libby, which it claims is owed for advertising materials and commissions.

■ In the suit, Gourfain-Loeff maintains that it was hired as Libby's agency on June 19, 1958, although the agency actually started to submit slogans and possible advertising campaigns a month before. The agency charged that it was fired by Libby on July 7, 1958.

Gourfain-Loeff maintains that Libby has been using the slogan, "We mean what we say! We sell what we advertise," in print and broadcast advertising since May, 1958, and is still using the slogan. #

Direct Mail Prescribed as Antidote to 'Faceless Conformity of Mass Media'

Maine Lobster Marketer Urges Education Subsidy to Build Mail Audience

CHICAGO, June 9—Direct mailers ought to devote about 5% of their profits to support higher education—and not just because it's good pr. Better educated people, with out-of-the-ordinary tastes and imaginations, constitute a major target for the direct mailers; increasing their number is just good business sense.

This line of thought was advanced to a Direct Mail Advertising Assn. workshop here today by Edward A. Myers, president of Saltwater Farm, a lobster fishery at Damariscotta, Me.

Mr. Myers depicted the direct mail business as the non-conformist among conformist media, appealing to non-conformists' amid conformers.

■ Mr. Myers suggested that each of the nation's approximately 233,000 third class mail permit holders set up a foundation—"a lawyer can fix one up in half an hour"—into which 5% of the company profits should be put. This money would then be given to whatever educational pursuit the foundation's board selected, he said.

"For the age of conformity and mass distribution," he said, "we have mass media to match—like *Life, Reader's Digest* and *TV Guide*. These and the supermarkets and the shopping centers and the millions all looking at the same westerns or hearing the same joke at the same electronic instant coast to coast are the marvels of progress, all right. But at the same time they are the makers of molds, the makers of conformity—to the extent, in fact, that even the supposedly non-conformist beatnik becomes a model of conformity from Berlin to London to San Francisco's Zen joints.

■ "The contrast to this faceless conformity of the mass media is, of all things, direct mail," said Mr. Myers. "The products and services which it offers ought not to be in general distribution; they must be at least a cut above the ordinary; they must appeal to the limited number of people whose non-conformity is innovation and initiative in the best sense.

"I submit," Mr. Myers went on, "that one of the great, if not *the*

(*Continued on Page* 25)

Doctors Find Less Ballyhoo at AMA Meeting

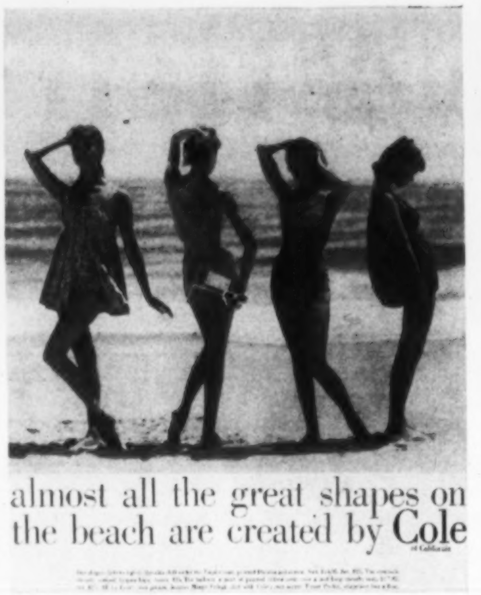
Fewer Free Samples, (But Many Houses Offer to Mail 'em)

ATLANTIC CITY, June 10—There were some spectacular exhibits here this week at the annual convention of the American Medical Assn. But veteran observers at these affairs agreed that pharmaceutical companies were showing more restraint in presenting their wares to physicians.

Some 285 companies covered the main floor of Convention Hall to show their products, services and aids to the 15,000 doctors expected to attend the meeting.

On the whole, it was low-key promotion, with very little of the razzle dazzle sometimes associated with these showings in the past. Most companies seemed content to provide modest but attractive settings for their salesmen to talk to

(*Continued on Page* 88)


almost all the great shapes on the beach are created by Cole

ONE OF THREE—*The second model from left in this Cole ad inspired readers to write their musings on the bare facts of advertising.*

Who'll Do What on Our Account? Coats & Clark's Asks in Agency Quiz

Advertiser, Seeking Successor to K&E, Is Reportedly Quizzing 20

NEW YORK, June 11—When Coats & Clark's Sales Corp. sews up its first new agency in 21 years, it should know an awful lot about the new affiliation.

The company has sent an 18-point questionnaire to the agencies it is considering as possible successor to Kenyon & Eckhardt. They are asked to detail their billings, personnel, collateral services and charges, as well as to submit copy and art samples and facts concerning client sales growth.

The agencies are requested to distinguish between supervisors and people who would actually work on the thread and zipper maker's account, between fulltime and free-lance employes, and between work done within the agency and work farmed out.

Close to a score of agencies are thought to be under consideration at this time. The present C&C timetable calls for a selection by the end of July. The company's severance with K&E was jointly announced a few weeks ago (AA, May 18), as set to occur "at a mutually satisfactory time in the fall of the year."

■ K&E would continue to prepare C&C's fall 1959 advertising, it was said at the time. There was no explanation for the ending of the longtime association, then or since. But a clue lies in the fact that Coats & Clark's is probably the smallest account in K&E's New York office.

At one time, a few years back, C&C billings were in the neighborhood of $1,000,000, but they are currently thought to be about half

(*Continued on Page* 41)

Agency Becomes Wentzel & Fluge; Poister to F&S&R

Wainwright, Poore Had Already Left; Poister to Head Alcoa Account

CHICAGO, June 12—John J. Poister, vp of Wentzel, Wainwright, Poister & Poore, will leave the agency June 30 to join Fuller & Smith & Ross, Pittsburgh. He becomes the third principal in the agency to leave in the last two months.

At F&S&R Mr. Poister will be vp and group head in charge of the Aluminum Co. of America account.

At the same time, the agency announced that it has changed its name to Wentzel & Fluge Inc. The two principals are Walter Wentzel, president and owner, and Peter J. Fluge, who has been vp and general manager since he joined the

(*Continued on Page* 89)

Collection/
a new concept in home decorating styled for the young in heart
KROEHLER

NEW CONCEPT—*This four-color spread will run in September issues of five magazines to introduce a new modern group of correlated furniture with emphasis on design at moderate prices. The collection itself and advertising theme both are based on a motivation study which Kroehler had conducted last year.*

Cole Swimsuit Nude Gets Varied Reaction: 'It's Dreadful'; 'Wow'

LOS ANGELES, June 9—One of Cole of California's more reaction-provoking ads was the recent one titled: "Almost all the great shapes on the beach are created by Cole," which ran in *Harper's Bazaar, Holiday* and *The New Yorker.*

Although the ad featured three models in Cole suits, it got its "stop-look" quota from a fourth model, seen from the back, who wore no suit but had a pair of sunglasses and a strategically held book in one hand.

Typical of the comments in the heavy mail received by Cole on the ad were:

- "If it's bare facts you're advertising fine, otherwise why didn't you cover up the gal with a Cole suit?"
- "Why didn't you use 'Three out of four wear Cole'?"
- "Where did you get a model to pose for this indecent ad?"
- "If you had to use a nude girl, why not one with a shape?"
- "Positively dreadful ad, I will never buy another Cole suit or permit my daughters to. Most offensive."
- "With reference to the great shape on the beach not created by Cole, namely the girl second from the left: I would like to know the name of the book she is holding which completes her outfit."
- "The greatest shape in one not by Cole, by golly."
- "Did the girl second from left have to turn her back on the photographer?"
- "Wow! "
- "Where was the picture shot?"

■ For the record: The nude model was shot alone on Fire Island, then stripped in with the others. It was done early in the year, early in the morning, on a weekday.

Doyle Dane Bernbach, New York, is the agency. #

Kroehler Sets Fall Magazine Campaign

CHICAGO, June 10—Kroehler Mfg. Co. has set a major fall advertising campaign for a new modern correlated furniture group, first introduced at the April furniture markets and to be featured at the summer home furnishings market which begins here June 15.

Kroehler's ad program for the second half of this year, which includes the fall drive, is budgeted at more than $1,000,000.

Called the New Ideas Collection, the more than 60 related pieces were developed after results from studies made for Kroehler by Social Research (AA, June 23, '58) showed a desire for higher-style furniture by the volume market.

■ Full-color spreads will be used in the Sept. 14 *Life* and September issues of *American Home, House Beautiful, House & Garden* and *Living for Young Homemakers.*

Format of the ads also has been changed based on findings of the study which showed that consumers prefer to see people in an ad, rather than just a room setting or pieces of furniture.

A large number of merchandising aids are being made available to dealers including several brochures, newsprint mailers, envelope stuffers, radio transcriptions with music and spots, and newspaper mats.

Henri, Hurst & McDonald is the Kroehler agency.

Marlboro Stress Shifts from Flip to Soft Pack Sell

Market Share Dips a Bit; Second Soft Pack Push Quasi-Introductory

Some smokers say, "A pox Upon the flip-top box."

NEW YORK, June 9—Philip Morris Inc., which has spent millions of dollars getting smokers to flip over Marlboro's flip-top box, has temporarily abandoned that angle in its advertising to concentrate on selling Marlboro in the soft pack.

A national campaign, scheduled for June in newspapers, magazines, tv and outdoor media, was launched by Philip Morris after "informal studies" reportedly indicated that Marlboro has set "an artificial limitation on its growth" by playing up the flip-top box.

According to unofficial trade estimates, Marlboro has better than 50% of the hard package market, but has been sliding in its share of the over-all market, despite general gains by filter brands. Unofficial trade figures had Marlboro with a 4.5% share of the total market in the first six months of '58 and with 4.4% in the first half of '59.

▪ Marlboro brought out its soft package with the accompaniment of heavy national ad fanfare exactly one year ago (AA, June 9, '58), but its campaign to introduce the new package evidently did not make much of a dent on the cigaret market, since the latest campaign is again along the lines of an introductory drive.

"What in the world is a 'soft pack'?" the current Marlboro newspaper ad asks, "and why does

(Continued on Page 106)

Dewes Raymond Adams

WOMAN OF THE YEAR—*Harriet Raymond, plastics advertising manager, Celanese Corp. of America, New York, the AFA's "advertising woman of the year," chats with Bonnie Dewes, D'Arcy vp, chairman of the AFA's council on women's adclubs, and Bea Adams, vp of Gardner Advertising Co., St. Louis, who spoke at the convention's Sunday brunch.*

In '58, Outdoor Field Shifted Execs, Fought Hostile Law, Saw Sales Dip 3%

Aggressive Activity Has Brought Numbers of New Advertisers into Medium

NEW YORK, June 9—Despite the business recession last year, 1958 will be memorable for a long time in the outdoor advertising field because of the major changes that took place on several fronts. The first half of 1959 has been almost equally eventful.

Outstanding among these developments have been:

- Passage of the Federal Highway Act of 1958, which requires the Secretary of Commerce to publish national standards regulating outdoor advertising along the new interstate highway system.
- Resignation of Warner R. Moore as president of Outdoor Advertising Inc., national sales organization for the outdoor medium, last July and the subsequent appointment of John L. Bricker as exec vp and of Felix W. Coste as president, and the recent resignation of Mr. Bricker.
- Increase of OAI's advertising budget by 30%; its appointment of a new advertising agency (Marschalk & Pratt division of McCann-Erickson) to handle its advertising; and its move to larger headquarters at 360 Lexington Ave.
- A decline of the medium's total national sales volume of about 3.7% in 1958 under '57's over-all total of $117,000,000. This has been offset to an extent by the in-

(Continued on Page 68)

A Look at the '60s . . .

AFA Speakers Plead for 'Surprises,' Better TV, End of 'Silly' Jingles

Too Many Pills, Too Few Chances, Says Bea Adams of Admen

MINNEAPOLIS, June 10—The Advertising Federation of America took a long look at the many challenges facing advertising at its 55th annual convention here this week and came to the conclusion that, by and large, the advertising

AFA Meeting

mechanism is in good shape to meet the problems of the 1960s.

But there are plenty of challenges to be met—in the area of better, cleaner, more effective and less offensive advertising—those attending the meeting were told.

▪ Pleading for more of the quality of "surprise me" in advertising, Bea Adams, vp, Gardner Advertising Co., St. Louis, who talked at the Sunday brunch honoring the advertising woman of the year, said:

"Life is full of surprises. But advertising doesn't seem to be. Too often, we play follow the leader. We break our necks trying to do what competition does, only better. We break out picks trying to remember and keep holy every utterance the client makes.

"We take too many pills and too few chances. Most of the time we are too timid, too scared, too insecure to do anything but the tried and tested. Hemmed in by ratings and playbacks and mountains of research findings, a kind of mental rigor mortis sets in . . .

"If you belong in advertising, you're a high-key, high-caliber, high-strung mortal, with dreams that ache to be fulfilled, with potentials that will surprise even your own ego. Don't let anyone or anything keep you from realizing those dreams, from fulfilling those potentials."

▪ Two agency executives—Fairfax M. Cone, of Foote, Cone & Belding, and Jean Wade Rindlaub, vp and copy group head of Batten, Barton, Durstine & Osborn—reported on the "advertising situation" on Madison Ave. and on Main St. in 1959.

Asserting that "advertising is one of the basic forces of competition and what makes it work is a matter of plain arithmetic—it is the cheapest way ever invented to talk to people beyond the reach of your own voice," Mr. Cone insisted that one of advertising's troubles is that too much of it has become too insistent.

"I hold," he said, "that no one should be forced to pay attention to advertising that is not for him. Such advertising may by its very overbearance help to make a sale where no purchase was intended. But basically, I think, it is bad because it is unwelcome . . . The free choice that we have in almost everything we do with our time should be extended to advertising, to pay attention or not, as we please."

▪ Outdoor advertising in the wrong places, and too-insistent broadcast advertising, were cited as instances in which the advertising might be unwelcome. In contrast, "advertising in magazines and newspapers is usually something I can read or pass by, and this is as it should be," he said. But even in magazines, gatefolds and inserts are "making the reading of an advertisement more difficult and this is not good, however many pages the devices may sell," and the same can be said of pages of wax paper or parchment or aluminum foil in newspapers.

In one sense, he said, all adver-

(Continued on Page 108)

Don't Let Inferior Ads Mar Good Editorial, Adwoman Kortas Warns Business Papers

CHICAGO, June 9—If business paper publishers wish to maintain a good image for their publications, they must refuse to accept fraudulent and misleading advertising, Elaine Kortas, media manager, Marsteller, Rickard, Gebhardt & Reed, said yesterday.

"In business publications the quality of advertising as well as the quality of editorial, determines the degree of readership of a publication, which in turn means more reading time will be spent with such a publication," Miss Kortas said in a talk before the Chicago Business Publications Assn.

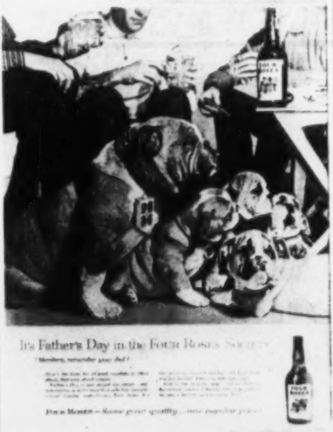
"If a publisher wants to build up his book and is doing so with good editorial and improved format, variable speed reading techniques, editorial consultants, art consultants—why let the advertising detract from the book?" she said.

"If you were in the retail business and thinking of a new location for a Saks Fifth Ave. store, would you ever consider locating on South State St.? This is what you're doing to your publication when you accept 'schlock' advertising. Advertisers can and do ruin a publisher's image just as surely as does bad editorial."

▪ Miss Kortas advised publishers to assign one person with the full responsibility for reading advertising. This censorship function, she said, should be separated from the production review. The job should be handled by someone who understands the publication's market thoroughly, she added.

Business paper publishers should establish a clear cut policy on extensions, Miss Kortas said. Agencies, advertisers and publishers would benefit from such a move, she said, and pointed out that such a policy would save time

(Continued on Page 24)


It's Father's Day in the Four Roses Society

FATHER'S DAY AD—*Four Roses Distillers Co. will use this ad in Life and The Saturday Evening Post in issues preceding Father's Day (June 21). Copy reminds readers to remember Father's Day with gifts of Four Roses, which "was a favorite when you were just a pup." Young & Rubicam is the agency.*

U. S. Tobacco Diversifies in Buy of Circus Foods

Purchase Will Boost Advertiser's Volume 20%, Company Says

NEW YORK, June 9—U.S. Tobacco Co. will buy Circus Foods Inc., San Francisco, manufacturer of canned nut products and candy bars. The directors of both companies have approved the acquisition but its final consummation will have to be approved by the stockholders of Circus Foods.

The purchase will mean an increase of about 20% in the tobacco company's sales volume, which in 1958 totaled $29,837,735, J. Whitney Peterson, president, said.

U.S. Tobacco Co. will pay $1,200,000 in cash for Circus Foods. It will be the company's first purchase of another business since it bought Fleming Hall Tobacco Co., developer of the Sano process of reducing nicotine in tobacco, in May, 1951.

▪ Circus Foods will continue to operate under its present management but will be incorporated into the tobacco company as a division of a newly-formed, wholly-owned subsidiary, USTCO Products Corp.

Edward H. Jenanyan, founder and president of Circus Foods, which was started in 1946, will continue as executive director of

(Continued on Page 24)

Adman in the News . . . *James S. Fish*

James S. Fish, president-elect of the Minneapolis Advertising Club and newly elected chairman of the board of the Advertising Federation of America, is almost a rarity among advertising executives: He had formal training in advertising at college and a year's postgraduate internship—and he is convinced that formal training is important.

James S. Fish

Jim Fish was born at Mount Pleasant, Ia., 43 years ago. His father was county agent and an agricultural extension expert. When he died, when Jim was 12, Mrs. Fish moved her five children to St. Paul and became an agricultural extension worker at the University of Minnesota.

Jim went to high school in Miles City, Mont. (he was living with an aunt), and then came back to the University of Minnesota. He had some drawing facility, and so he picked up a considerable amount of spare change doing posters for campus festivities and causes. Thus, when some one casually in-

(Continued on Page 11)

New Metropolitan Areas Created in Census Revision

WASHINGTON, June 10—Government officials revealed today that New York and Chicago are among the population centers which have been "redefined" in the new list of standard metropolitan statistical areas which will be used in publishing results of the next censuses of business, manufactures, population and housing.

In order to take into account shifts in population which have occurred since 1950, the entire list of 178 standard metropolitan areas has been re-examined during the past year by the division of statistical standards of the Bureau of the Budget.

As a result, the bureau announced, 35 of the existing areas have been redefined, and 14 new areas have been created through subdividing old ones, or upgrading

(Continued on Page 105)

'Chatterley' Ads Unmailable, Too

WASHINGTON, June 11—Postmaster General Arthur Summerfield's decision today that the unexpurgated version of "Lady Chatterley's Lover" is an obscene book opens the way for action against all advertising matter which tells "where, how and from whom" you can obtain the book, post office experts warned today.

In the decision handed down yesterday, Mr. Summerfield ruled that Grove Press cannot mail copies of the book because it is "obscene and filthy." He also ruled that advertising circulars by Readers Subscriptions Inc. about the book are non-mailable because they disclose where the book may be obtained.

The department has not announced that it is prepared to proceed against magazines or newspapers carrying ads for "Lady Chatterley," but some publishers reported several weeks ago that they had informal advice from postal people that they were courting trouble by carrying "Lady Chatterley" ads.

■ Asked how the decision might affect advertising for the book, a Post Office Department official said, "The law states that you cannot circulate through the mail information where, how or from whom you can obtain an obscene book. This has been ruled an obscene book. So the natural conclusion would be that you cannot mail any advertising for it."

Attorneys for the publisher reported that moves are under way in federal court in New York for an injunction against Mr. Summerfield.

GROVE AD HITS P.O.: SEEKS TO ENJOIN BAN

NEW YORK, June 12—Grove Press, publisher of the unexpurgated version of "Lady Chatterley's Lover," will take three-column ads in five newspapers Monday to challenge the Post Office's denial of mail facilities to the book.

The ad, in the form of a statement from Barney Rosset, president of Grove, will be headlined "About the censorship of Lady Chatterley's Lover." It is scheduled in the *Chicago Tribune, Los Angeles Times, New York Times, San Francisco Chronicle* and *Washington Star*.

Mr. Rosset charges, in the ad, that the Post Office ruling represents "government censorship in its most powerful, most obnoxious form."

A hearing on a Grove request for an injunction against the ban is set for federal district court here next Tuesday.

Sussman & Sugar, Grove's agency, reported today that so far no publication has decided to refuse "Lady Chatterley" ads as a result of the Summerfield ruling.

Highlights of This Week's Issue

Babbitt gets a little merchandising help from the government as it offers U. S. savings stamps with coupons from the labels of its product .... Page 1

Advertising Federation of America shifts its headquarters to Washington, expects to complete move by Sept. 1, 1960 .... Page 1

Outdoor Advertising Assn. of America's 61st annual convention weighs the problems of an expanding business .... Page 1

Drugs and medicines do not dominate television advertising; it just seems that way, Television Bureau of Advertising tabulation reveals. These products account for less than 10% of total national tv time sales in 1958, according to the TvB records .... Page 2

Direct mailers should devote about 5% of their profits to support higher education, Direct Mailer Edward A. Myers, who sells lobsters by mail, tells DMAA workshop. It's only good business sense, he says, because people with out-of-ordinary tastes are the major target of the mailers .... Page 2

Cole of California discovers that for some people that old chestnut about "No nudes is good nudes" holds true. The swimsuit maker ran an ad featuring one nude model among three Cole-suited models, and got some unusual responses from readers of the ad .... Page 2

Drug makers use less ballyhoo, fewer samples to woo doctors at the American Medical Assn.'s annual convention in Atlantic City .... Page 2

Coats & Clark's Sales Corp. sends an 18-point questionnaire to the agencies it is considering in search for a possible successor to Kenyon & Eckhardt. Its choice will give it its first new agency in 21 years .... Page 2

Marlboro advertising switches emphasis from its flip-top box to new soft pack after informal studies reportedly show Marlboro has set an artificial limitation on its growth by emphasis on the flip-top box .... Page 3

Advertising Federation of America convention in Minneapolis takes a long look at the challenges facing advertising in 1960, among which are the need for more "surprises" in advertising, better television, and an end to "silly" jingles .... Page 3

Business paper publishers must maintain the good image of their publications by refusing to accept fraudulent and misleading advertising, Elaine Kortas, media manager, Marsteller, Rickard, Gebhardt & Reed, tells the Chicago Business Publications Assn. .... Page 3

Outdoor advertising field finds that in 1958, despite the business recession, it had a memorable year, with passage of the hostile Federal Highway Act of 1958, 30% increase in OAI's advertising budget, a new agency, and a decline of 3.7% in total national sales volume in 1958 under 1957 .... Page 3

U. S. Tobacco Co. diversifies with purchase of Circus Foods Inc., San Francisco maker of canned nut products and candy bars .... Page 3

Ford's 36-page Reader's Digest ad, largest single-product ad carried by a magazine, draws a flood of complimentary mail for the automobile maker .... Page 10

FIGURES TO FILE

Nielsen TV Ratings .... Page 74
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What They're Saying 14

The Sun shines all over Maryland

"America in Miniature." That's what Marylanders like to call their state. From eastern shore to western mountains—from busy Baltimore to fertile farms—Maryland has something of everything. Its topographical delights are captured for our readers through the lens of A. Aubrey Bodine, internationally famous photographer of the Sunpapers. Its topical events are mirrored daily by other Sunpapers photographers, many of whom have won both national and international photographic awards. These men, together with numerous Sunpapers Pulitzer Prize winners of the written word, help to provide the "reader acceptance" that every newspaper seeks—and that the Sunpapers enjoy in full measure. This "reader acceptance" in its turn pays handsome dividends to Sunpapers *advertisers*.

The Baltimore Sunpapers

ABC 3/31/59: Combined Morning and Evening 413,299—Sunday 319,972

National Representatives: Cresmer & Woodward, Inc.—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

"This is the size we use in the Growing Greensboro Market!"

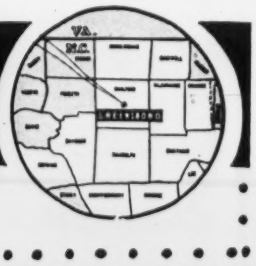
GREENSBORO
DOG
FOOD

Take a look at the figures and you'll know that the only thing going to the dogs in the growing Greensboro market is dog food. There are more than 1,000,000 people within a 50 mile radius of Greensboro. It's one of the top distributing centers in the South, and the center of the greatest manufacturing area in the South. Greensboro Metropolitan Market is 15th in total retail sales, 20th in total income, 23rd in number of families, in the South. Sales come easier when you use the Greensboro News and Record consistently. Over 100,000 circulation daily; over 400,000 readers daily.

Only medium with dominant coverage in the Greensboro 12-County ABC Market and selling influence in over half of North Carolina!

Sales Management Figures

Greensboro News and Record



GREENSBORO, NORTH CAROLINA
Represented by Jann & Kelley, Inc.

A message to advertisers about THIS WEEK Magazine:

"IT IS no coincidence that our Food Stores have shown increased sales of advertised products immediately following their appearance in THIS WEEK Magazine. I have come to the conclusion that THIS WEEK is one of the outstanding selling agents for grocery-product manufacturers."

W. R. Hayden

W. R. Hayden

President, Shopping Bag Food Stores, El Monte, Calif.

(37 stores. $90,531,209 annual volume—done by 34 stores.)

To Move Goods Fastest . . . Buy The Big One

This Week
MAGAZINE

This Week in Washington . . .

Ingenuity Can Create Ads That Don't Mislead, FTC's Kintner Says

By Stanley E. Cohen
Washington Editor

WASHINGTON, June 11—In Earl Kintner, the Federal Trade Commission has a new member to be reckoned with by those who are willing to skate on thin ice.

Unlike his predecessor, John Gwynne, who was approaching retirement age and who was inclined to concentrate on administrative problems, Mr. Kintner is a young man, with the peak of his career still ahead of him.

As a young lawyer with the United Nations war crimes commission he distinguished himself by hard work, including important official and unofficial reports which he published on the war crime trials.

Subsequently he developed into a dynamic general counsel at FTC, and at the same time established himself as a top authority in the field of administrative law, with responsible posts in the American Bar Assn. and the federal bar associations.

Since time is short, it is fortunate for him that he will not require any indoctrination period. The term he inherited runs only until September, 1960. With the White House up for grabs next year, he must operate on the assumption that he can't be sure of tenure beyond that date.

On the basis of his performance as general counsel, Mr. Kintner can be expected to steer clear of quibbling on fringe issues, and to direct the commission toward cases involving high stakes. On the other hand, on the eve of his swearing in this week, he made it clear that litigants who expect to survive by arguing over fine shades of meaning in their ads better not count on his vote.

"The commission believes that advertisers can find non-deceptive language to describe their merchandise and are ingenious enough to make their advertising claims unequivocally clear to the consuming public," he said.

"We do not believe that an advertisement directed to consumers is an intelligence test. We shall continue to read advertisements as they would appeal to those to whom they are directed.

"If an advertisement is ambiguous, we shall read it in the light most favorable to discharging the commission's statutory responsibility of preventing unfair methods of competition and deceptive practices."

Lausche Hits 'Voice' Silencing

"The Voice of Firestone" has been silenced on tv (see story on Page 36), but the echo reverberates in the Senate. On the floor the other day Sen. Frank J. Lausche (D., O.) spoke out, declaring that the decision to drop "Voice" was "a grave mistake."

"I think there may come a time," said Sen. Lausche, who is certainly among the most highly regarded conservative Democrats, "when possibly legislation will be enacted declaring that the airways belong to the public, and that the gigantic national television networks will have imposed upon them a civic responsibility greater than they are now willing voluntarily to carry.

"Huge are the profits they make in the sale of their stations," he observed. "Huge are the profits which are made through the operations of their stations. Yet when the public is to be considered on one hand, and fiscal profits on the other, the recognition is of the fiscal profits and not the public." Sen. Lausche is a member of the committee on foreign and interstate commerce, which handles tv legislation.

FCC Move Lethal to UHFs

Eventual enactment of tougher regulatory legislation pertaining to tv networks becomes more of a possibility as a result of moves by the Federal Communications Commission to squeeze by with a tv system involving only the 12 existing vhf channels.

In officially instructing its staff this week to squeeze more vhf service into 21 major markets which currently have less than three vhfs, the commission signed a death warrant for several of the surviving uhfs and made it clear that the commissioners will no longer even make a pretense of trying to bring about successful use of the uhf frequencies.

The decision to squeeze in more vhfs assures three equal network outlets for the top 75 markets and takes the pressure off the commission. But, unless FCC ultimately finds a way to open additional channels in adjoining portions of the vhf spectrum, the relief may be temporary.

As the U. S. economy passes the half trillion dollar mark, and population pushes beyond 200,000,000, 12 vhf channels won't be able to accommodate the advertisers who want to use tv, or the members of the public who have their ideas about programming. Networks inevitably will make controversial decisions in the sale of time or the selection of programs. Then words like those uttered by Sen. Lausche this week will echo and re-echo, until finally the day may come when they will be used to forge a new Communications Act far different from what we know today.

Interest on Bonds Boosted

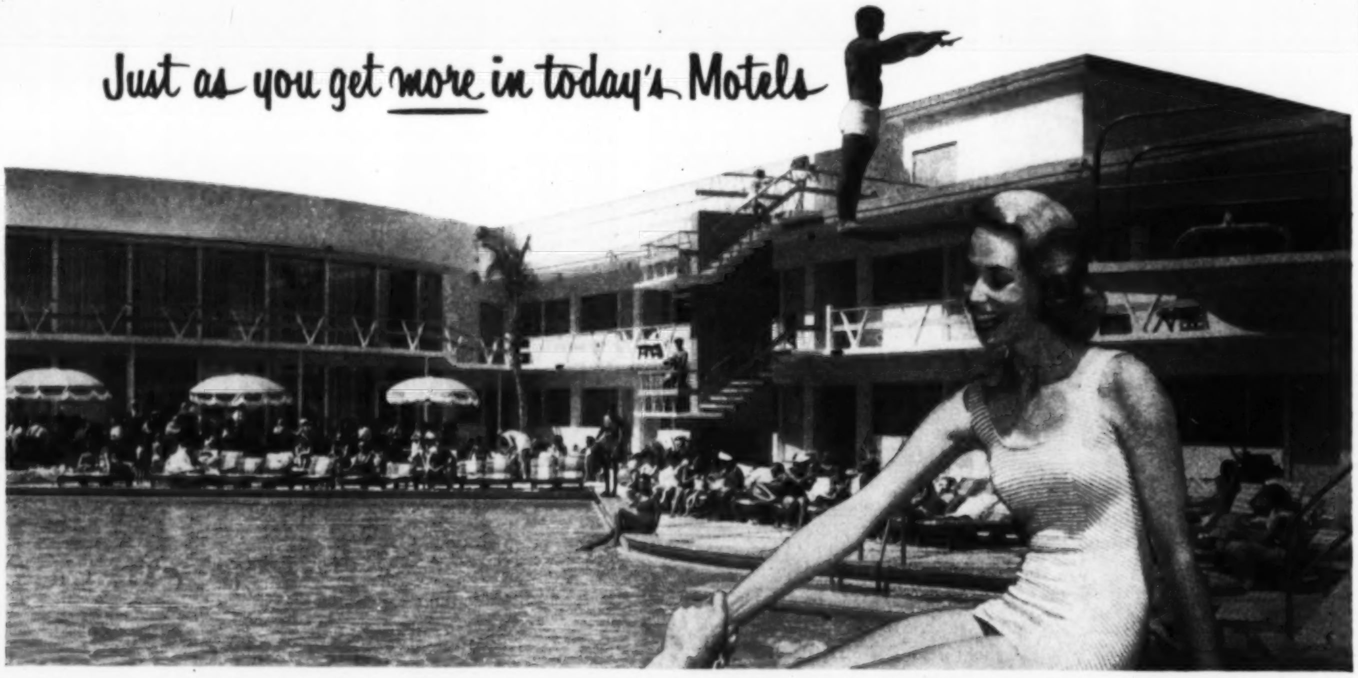
Treasury Secretary Robert Anderson told Congress that he intends to raise the return on outstanding Series E and H bonds (for interest periods after June 1), even though there is no legal obligation to do so.

"The Treasury has something of a trusteeship function on behalf of millions of individual savers who do not follow interest rate trends closely," the Secretary declared. "They buy bonds and hold bonds with understandable faith that the government is giving them a square deal."

He has reason to be grateful to the E and H bond buyers, for they represent the only broad area in the government's debt management program that successfully provides long-term loans. In the past 12 years, holdings of government securities other than E and H bonds by individuals declined $13 billion, and by savings institutions $10.5 billion, the Treasury reports. In the same period the volume of E and H bonds outstanding increased by $1.25 billion. At present, the outstanding volume of E and H bonds is estimated at $42.5 billion, in the hands of 40,000,000 persons, with 8,000,000 currently enrolled in payroll savings plans. #

International Minerals Forms Agricultural Chemicals Unit

International Minerals & Chemical Corp., Chicago, has combined its potash and phosphate divisions into a new agricultural chemicals division. Klau-Van Pietersom-Dunlap, Milwaukee, which has handled advertising for the potash and phosphate divisions, will continue as the agency for the new division.



you get more of everything with AMERICAN MOTEL

Now . . . more of the lodging market. Motels now outnumber hotels 2 to 1 and have also overtaken hotels in dollar volume for room rental. 57,930 motels with 1,241,078 rental units serve 1½ million guests every night and gross more than two billion dollars a year. The industry is growing at a rate of 2,000 new motels annually, including an ever-increasing percentage of large luxury establishments, downtown big city motels and national chains. The modern motel is rapidly replacing the old-time tourist court.

You get more readers. American Motel has the largest circulation in the field. It's the *only* ABC audited book.

With more buying power. Circulation is concentrated in the 30% of the nation's motels which do 65% of the buying (as documented in Subscriber Buying Power Audit).

More in the mood to buy. This is the book motel operators select for themselves and use. Readex readership scores show record-breaking interest in American Motel features.

American Motel is first in pages of advertising too, also Readexed.

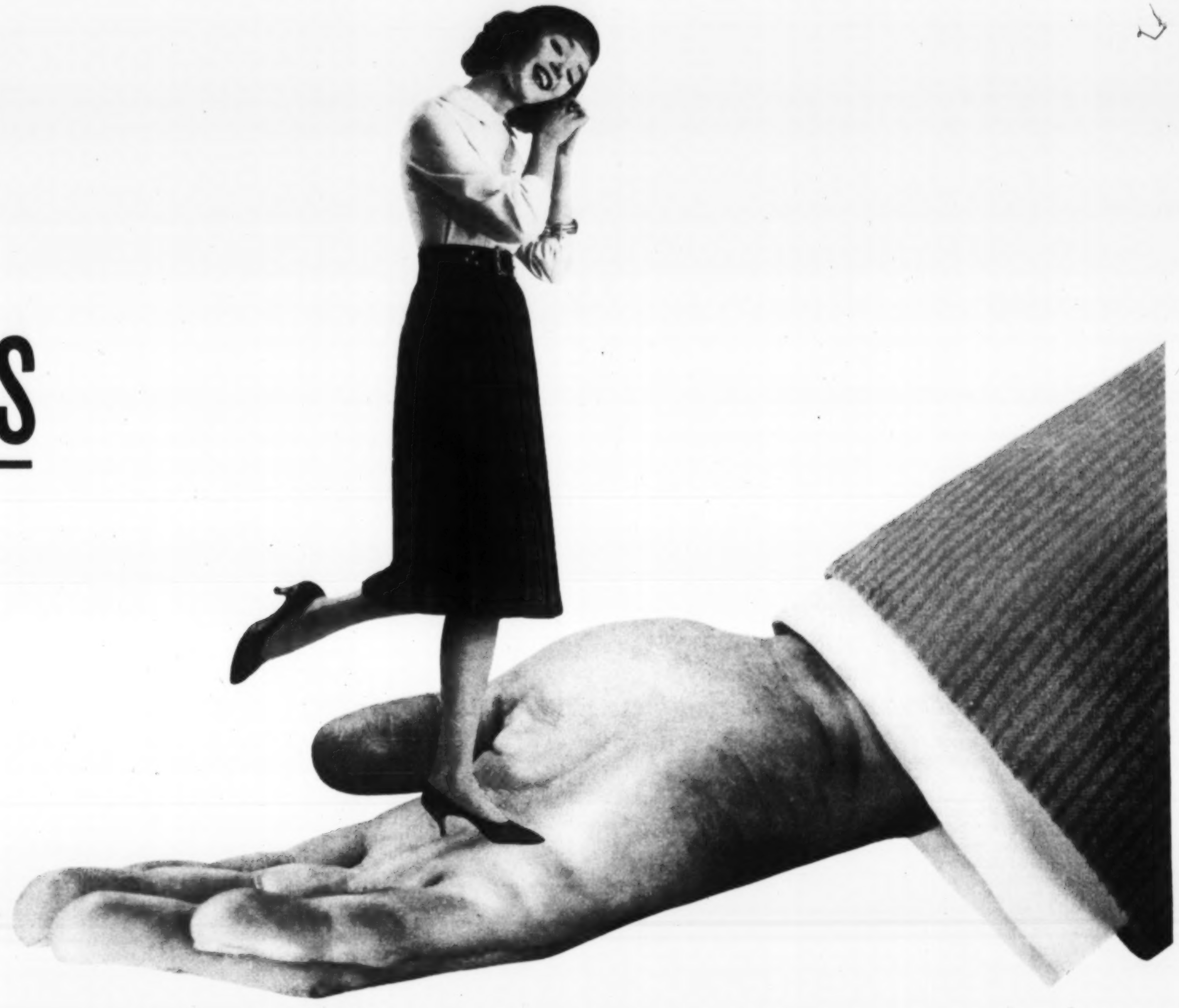
More services too. Here are some of the many market and media tools available to you:

- 1959 Motel Market and Sales Analysis
- Motel Planning and Purchasing Study
- Motel Distribution Study
- Subscriber Buying Power Audit
- 1959 Editorial Forecast
- Readex Reports
- Monthly Building Bulletins
- Industry Highlights

AMERICAN
MOTEL
MOTOR HOTELS · MOTOR INNS · MOTOR LODGES

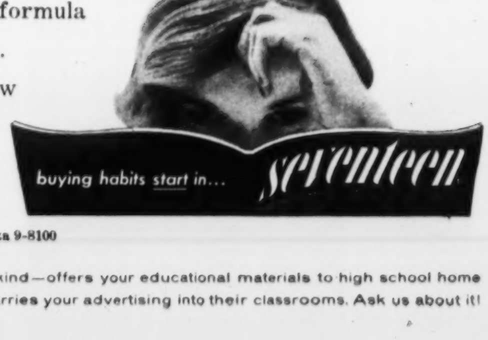
PATTERSON PUBLISHING CO
5 SOUTH WABASH AVE
CHICAGO 3, ILL

SHE'S
ALL
YOURS
when
you
reach
her
in
THE MAGAZINE THAT'S ALL HERS!



seventeen

SEVENTEEN is devoted to the teen-age girl. And the teen-age girl is devoted to SEVENTEEN. SEVENTEEN speaks her language, expresses her ideas, answers her questions. SEVENTEEN gives her the understanding she craves and the formula she needs for a well-rounded life. And she gives SEVENTEEN her unshakable confidence and undivided attention. That's why no other advertising has the impact and the influence of the messages appearing in SEVENTEEN. Now that the Youth Market has come of age in a great big way, more and more advertisers recognize the importance of reaching the teen-age girl *today*. And they're doing it in her favorite magazine—SEVENTEEN.



it's easier to **START** *a habit than to* **STOP** *one!* SEVENTEEN MAGAZINE • 488 Madison Avenue, New York 22 • PLaza 9-8100

DOUBLE EXPOSURE FOR YOUR ADVERTISING: SEVENTEEN-at-School—only magazine of its kind—offers your educational materials to high school home economics teachers. SEVENTEEN Magazine carries your advertising into their classrooms. Ask us about it!

Zenith Girds for New Pay-TV Tests: Wright

Zenith Head Tells Group Pay TV Is Next Logical Step in TV Entertainment

SAN FRANCISCO, June 11—Zenith Radio Corp. is preparing for entry into the pay-television field, using over-the-air transmission.

This was revealed here today by Joseph S. Wright, president of the Chicago-based company, in a talk before the Security Analysts of San Francisco.

"Zenith has no experience whatever in the entertainment field, and rather limited experience in broadcasting," Mr. Wright said. "So we are very much interested in having the participation and cooperation of the individuals and companies who are experienced in these fields.

"We have had a number of preliminary discussions along this line, and hope to begin very shortly to negotiate arrangements which may make it possible to proceed with an initial operation."

■ The Federal Communications Commission approved a plan last March to allow pay tv tests on a three-year basis and limited to one pay service per market (AA, March 30).

Zenith's pay tv system, Phonevision, was tested briefly in Chicago in 1951. Under the Phonevision system, a scrambled picture is sent over a regular tv channel and unscrambled by a decoding device.

Mr. Wright said the depletion of a backlog of feature movies shown on tv makes subscription tv "the next logical and inevitable step in the distribution of fine box office programs, which you can now see only by going to a theater, stadium or concert hall."

He said subscription tv could bring such presentations as "My Fair Lady" to the public "when it is new and fresh and attractive. Furthermore, it can bring it eventually on wide-screen color, and even in three dimensions, in your home, at a price for the whole family no more than the current price of a single admission to a downtown movie house."

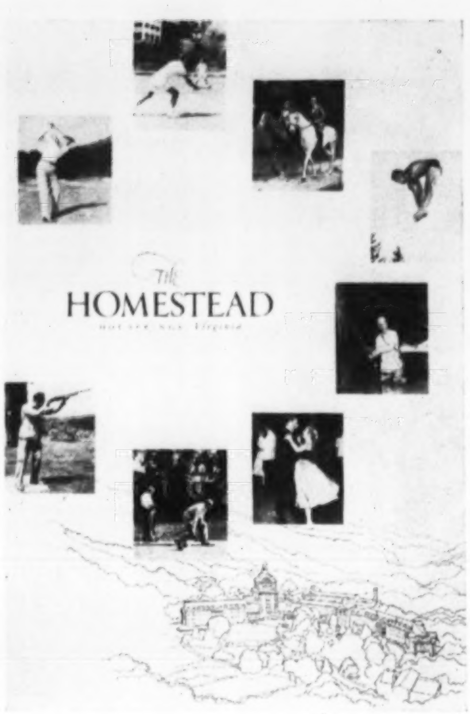
■ Taking a poke at the tv networks, Mr. Wright commented: "Subscription tv would be the world's most miserable flop if it attempted to charge people for the kind of thing which now fills up the screen. As a matter of fact, the networks have found that they couldn't even give away a lot of programs which they once charged would be taken away by pay tv."

He said Zenith would use over-the-air transmission because the cost of a wire network would be "fantastic."

The Zenith president also announced record summer business and predicted another record year for 1959. He said first quarter sales were 40% over 1958, and revealed that orders for tv receivers at the June distributors' meeting were 50% over the June '58 meeting. #

American Tobacco Buys Show

American Tobacco Co., through Batten, Barton, Durstine & Osborn, bought Ziv's syndicated series, "Lock-Up," on an alternate-week basis in 60 markets for a fall start. The tobacco company had been sponsoring MCA-TV's "SA-7" in many of the same markets it will reach with the new series. The agency reports its contracts are running out for "SA-7." "Lock-Up" has now been sold in 112 markets.



FIRST—*This is the first ad Kal, Ehrlich & Merrick has created for its new account, The Homestead (AA, June 1). It will appear in the June 20 issue of The New Yorker. Ad has no head or copy, just the hotel's name and action pictures.*

Top Agency Execs Slated to Testify at FCC Investigation

WASHINGTON, June 12—Top executives of the nation's biggest advertising agencies will be among the star performers when the Federal Communications Commission's investigation of tv programming gets into high gear next month.

The cast of characters for the impending hearing has still not been firmly established, but FCC officials confirmed that several top agency figures have already been contacted, and that others will be getting visits from the commission's staff in the near future.

In New York, officials of several agencies told ADVERTISING AGE that they have been instructed to appear at a hearing next month.

Agencies known to have been contacted include J. Walter Thompson Co.; McCann-Erickson; Batten, Barton, Durstine & Osborn; Young & Rubicam and Ted Bates & Co. In some instances agencies agreed to appear voluntarily; in others, including that of Y&R, the agencies held out for subpoenas, reportedly to reassure clients and networks that they were acting at the instigation of the government.

One of the nation's biggest buyers of tv time said he had been requested to be at the federal court house, Foley Sq., in New York, on July 7.

■ "I have not been subpoenaed," he told ADVERTISING AGE. "But it was clear that I would be compelled to appear if I were unwilling to appear voluntarily."

He hastened to add that in the past he has had several conversations with FCC staff personnel, and that relationships with the commission investigators were on a friendly basis.

"It is my impression," he said, "that the commission expects to have a number of advertising people in to develop a record which will demonstrate to Congress and to anyone else who is interested, the agency's influence on programming, the responsibility which the agency assumes in behalf of the sponsor and the marketing considerations which go into program selection."

■ A responsible FCC source said he believes present plans are to have the hearing in Washington. He said four to six days of hearings are planned in July, and that additional hearings will probably be necessary in September. #

Commerce Dept. Sets Up New Ad Advisory Group

WASHINGTON, June 12—Closer working relationships between the Department of Commerce and the advertising industry became a possibility today as Commerce Secretary Lewis Strauss announced that he is appointing an advertising advisory committee as part of the National Distribution Council.

The appointment of the committee, under the chairmanship of Frederic R. Gamble, president of the Four A's, closes a gap which has existed since 1953, when former Secretary Sinclair Weeks eliminated a top-level advertising advisory committee which worked with his predecessor, Charles Sawyer.

Membership of the committee reported by the Department of Commerce includes top executives of 15 trade associations which speak for advertising and media groups. The committee is to have its first meeting here June 29.

■ Revival of the advisory committee has been suggested by advertising people as a way of avoiding some of the irritations which developed in recent years as a result of Commerce Department actions which were regarded as hostile to advertising.

Included on the committee are five trade association officials who are also members of the National Distribution Council and 10 association officials who are not members of the central group.

The five from the National Distribution Council are Mr. Gamble; William K. Beard, president of ABP; John C. Freeman, president, NIAA; Robert E. Harper, president, NBP, and Paul B. West, president, ANA. The other 10 who have been invited to serve are Edgar S. Bayol, exec vp and general manager, National Editorial Assn.; Charles W. Collier, exec vp, Advertising Assn. of the West; Robert F. DeLay, president, DMAA; Harold B. Fellows, president, NAB; Karl L. Ghaster Jr., general manager, OAAA; Robert E. Kenyon Jr., president, MPA; Harold B. Mers, president, National Assn. of Transportation Advertisers; E. C. Nash, executive secretary, Agricultural Publishers Assn.; C. James Proud, president, AFA, and Cranston Williams, general manager, ANPA. #

ADA Ads Aim to Tweak Conscience of Oleo Buyers

NEW YORK, June 11—The American Dairy Assn. is "fighting mad and ready to slug it out" with the makers of that lower-price spread.

Alvin C. Erickson, the dairy association's director of promotional extension, gave the margarine industry warning in a speech before the Sales Executives Club of New York.

"Our competition has asked for it. For years now the margarine producers, which include some of the nation's largest advertisers, have been out-promoting butter 20 to one," he said.

And their methods have not always been strictly honorable, he added. "They've been rough with us, such as calling us that higher-price spread, and we've had enough."

■ The association is launching its counterattack with a tv commercial stressing "the psychological freedom a consumer has in serving butter." The spot shows a woman in a supermarket about to buy a pound of butter. She decides to "economize" and, after a quick look around to see if anyone is watching, she sneaks a pound of margarine off a shelf marked "bargain." She stealthily hides it in her market basket and starts on her way. But a voice reminds her that she's "*economizing on her family*," and she sees her children and husband looking trustingly at her. She quickly exchanges the pound of margarine for two pounds of butter and the announcer intones: "Your family deserves the best. Don't you feel better when you serve butter?"

Campbell-Mithun, Chicago, is the agency.

■ Meanwhile, the local battle between the Hotel Bar butter people and the recently and hastily formed New York Oleomargarine Council took a new tack this week when the two groups sat down and broke bread and take-your-choice together.

They jointly sponsored a taste-testing luncheon at which reporters were to decide if there was a discernible difference between identical dishes prepared with Hotel Bar butter and with oleomargarine.

Following the lunch, the butter people triumphantly announced that the talley indicated that 71.33% of the dishes tested had a discernible taste of one or the other product and added that the Hotel Bar butter advertising budget "will soon be doubled for the continuation of their advertising campaign against the insinuations leveled at butter by oleomargarine."

The accuracy of the panel in distinguishing between the two spreads ranged from a low of 42% on an ice cream dessert to a 95% high on the patties served with the rolls.

■ Albert L. Lowenfels, former president of Frederick F. Lowenfels & Son, was alleged to have commented smilingly that he hoped his individual score would not be published because he was having some difficulty distinguishing between the two spreads.

Actually, it wouldn't have mattered too much. Mr. Lowenfels' company, besides selling Hotel Bar butter, also sells Happy Boy margarine. #

O'Connell Adds KTVW

KTVW, Tacoma tv station, formerly handled by George P. Hollingbery Co., has named Richard O'Connell Inc. its national representative.

Agencies Smile on New R.O.P. Sales Group

NEW YORK, June 11—Newspaper Color Advertising Inc., an r.o.p. color sales group whose formation last week drew mixed notices from newspaper reps (AA, June 8), has scored favorably with agencies here, according to a sampling of top media executives.

NCA—formed by a group of reps to sell and promote the use of r.o.p. color in newspapers—was praised by some and labeled by others as "divisive" and as "all wrong" for the newspaper industry as a whole. Most of these criticisms were voiced by newspaper reps themselves.

■ Reaction of media executives in leading agencies was less critical.

Herbert Maneloveg, media supervisor for Batten, Barton, Durstine & Osborn, said the color group will be beneficial to the entire newspaper industry and may soften the ground for a selling group to push the newspaper industry generally—the so-called "third selling force" still being ironed out by newspaper rep groups.

"If any media need selling, it's the newspapers," said Mr. Maneloveg, "and if this [the NCA] is a way to sell newspapers generally, I'm for it. And while I agree with some of its critics that the job of newspapers is not to sell only color but newspapers generally, I think this presentation is good because it is a step in that direction.

"It also may get some other people off their duffs to do something about selling the industry. I don't care whether the color group is the fourth or fortieth selling force, it is okay by me."

■ Mr. Maneloveg's opinion was substantially echoed by Lee Rich, vp in charge of media for Benton & Bowles.

Mr. Rich said the NCA "unquestionably helps in selling newspapers as a medium.

"Any way to make a medium more effective to the advertiser, and anything that gives the advertiser a different way to use that medium, is just great," he said. "But r.o.p. color's been around a long time and has some basic problems that should be worked out. To sell r.o.p. color for just the sale is not so good. The selling group should try to recognize the problems of cost, reproduction and uniformity and bring them all into line.

"Color for newspapers is an added ingredient and any time a medium can give an added service it is good for the medium and the advertiser."

■ William C. Dekker, vp at McCann-Erickson, said the NCA will probably create "additional business for newspapers."

"We welcome it," he added. "Any media group that can give us more facts and figures and show how to make the medium more useful is always welcome.

"This group is not unlike a network selling group which sells not just one station, but a package. And while you can say that while they [NCA] do not sell the whole newspaper industry, they do bring you a package. They focus on something.

"And while I don't want to engage in their [the reps'] internecine warfare, I can't see where newspapers can lose. Color is not going to steal from b&w—to start with, all newspapers don't have color—and on the contrary, I think it will create additional business for the newspapers." #

©TCP CO

Shirley Booth and chapeau, from a recent issue of Holiday

YOU'RE UP TO YOUR EARS IN OPULENCE

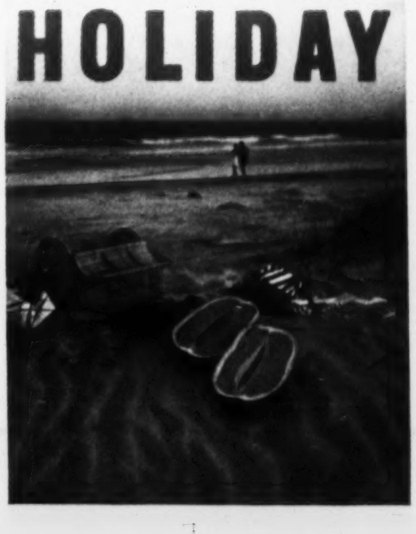
Holiday wades right in at Jamaica's Round Hill colony for a close-up look at how the other half of one per cent lives it up. The company is entertaining; the mood is delightfully intimate. Slim Aaron's perceptive camera captures these elusive spirits in mid-flight.

This is rich, it's Holiday, it's wonderful. With Holiday's highly personal viewpoint—expressed in a creative blend of words and pictures—the exotic names, places and pleasures become familiar, the familiar becomes freshly exciting.

It's exhilarating to Holiday readers — some 875,000 high-income families who are just naturally goers, doers, buyers, trend starters. Holiday whets their appetites for more of the good things in life, puts them in an expansive Holiday mood.

What a provocative selling opportunity for advertisers!

***There's a rewarding new world for you in* HOLIDAY**



Better Homes and Gardens

If you want to sell more pet foods and supplies, **go where every page is full of ideas that sell: Better Homes and Gardens, the family *idea* magazine. A frequent editorial feature, "Your Pet and Mine" is eagerly followed by BH&G's animal-loving readers. And a recent survey* shows that a greater proportion of Better Homes and Gardens readers live in households that keep a dog or a cat than any other of the nine magazines covered.**

**Look-Politz Study, 1958*

During the year 1/3 of America reads **BH & G** ...the family idea magazine

Fibreboard Products Names West, Wilson to Ad Posts

Howard R. West, most recently senior account executive with Campbell-Mithun in Minneapolis, has been named manager of advertising and sales promotion of Fibreboard Paper Products Corp., San Francisco. At the same time, Fibreboard named Frank Wilson brand advertising manager for Pabco products. Mr. Wilson formerly was creative director of Wyman Co., San Francisco.

Heileman Starts Word Contest

G. Heileman Brewing Co., La Crosse, Wis., has started a consumer contest in an effort to find additions to new "words" such as "vivity," "brusty," "quenst" and "thring," which Heileman uses in its advertising (AA, May 4). Contestants must describe Old Style beer in a single word not to be found in dictionaries. Bell & Howell movie cameras will be awarded to winners. McCann-Erickson, Chicago, is the agency.

Results of Ford 'Digest' Ad Still Coming: Kircher

It's Already Produced 'Interesting Suggestions' From Other Magazines

DEARBORN, MICH., June 9—A month has elapsed since the issue of *Reader's Digest* carrying a 36-page ad for Ford cars, hailed at the time as the largest single-product ad ever carried by a magazine, went on the stands. Ford has heard nothing in the intervening period to indicate the large expenditure was not fully justified.

"We have had a flood of unsolicited and highly complimentary mail at our offices here in Dearborn," said Robert E. Kircher, Ford car sales promotional manager, whose department was directly responsible for the ad and for the earlier offering of Ford's booklet for prospective new car buyers, which brought roughly 1,500,000 requests accompanied by dimes earlier in the 1959 campaign. The content of the 36-page *Reader's Digest* ad was drawn largely from the booklet.

Keyed to the magazine ad was a quiz and coupon offer, which has brought early responses in Ford dealer salesrooms across the nation, where the prospective customers are asked to answer a brief quiz on their auto likes and dislikes before being presented either a coin holder or lighter. Analysis of the information coming in from the quiz has not gone beyond the sampling stage so far.

■ "It will be several months before we will have the full benefit of the findings from this gathering of public thinking," said Mr. Kircher. He said other tracings are to be made among readers of the ad to determine retention of the booklet in homes, degree of multiple and repeated exposure of the sales message and other follow-up data. *Reader's Digest* also is making studies, he indicated.

Spot radio mentions of the ad at the time of its appearance were used by the magazine in some 80 markets and supplemented by Ford by some spot radio use itself in limited areas, for impact study purposes.

■ "The ad brought a lot of comment from other magazines, some of them with some interesting suggestions on other special types of advertising approaches which we certainly will consider," said Mr. Kircher. He added he did not anticipate any swing away from Ford's continued use of regular or conventional magazine advertising, but rather a possible utilization of new attention-getting means as additions to the program. #

Hudson Heads Toronto Club

G. Hector Hudson, director of sales promotion, R. L. Crain Ltd., Toronto, has been elected president of the Advertising & Sales Club of Toronto. Other officers are Norman H. Clark, sales manager, Rapid Grip & Batten, 1st vp; Leslie F. Chitty, vp, Batten, Barton, Durstine & Osborn, 2nd vp; P. E. Priestman, Canadian sales manager, American Airlines, treasurer, and William W. Sinclair, assistant Ontario sales manager, Jos. E. Seagram & Sons, secretary.

CHICAGO IS A CITY... BUT

ORLANDO

IS FIVE COUNTIES

JACKSONVILLE
SEMINOLE
BREVARD
CANAVERAL
LAKE
ORLANDO
ORANGE
OSCEOLA
TAMPA
MIAMI

417,000 PEOPLE LIVE IN CENTRAL FLORIDA

Orlando Sentinel

ORLANDO SENTINEL-STAR dominates Miami, Jacksonville and Tampa papers combined 6 to 1 in our five counties. You're not selling Florida if you're not selling Central Florida through the SENTINEL-STAR.

Gateway to the MOON

Orlando Sentinel-Star Circulation Dominates The Cape Canaveral [Missile Base] area Completely with its Pink Regional Suplement.

ORLANDO SENTINEL-STAR

Largest Circulation In Central Florida ***Ask Branham***

Adman in the News . . .

James S. Fish

(Continued from Page 3)

formed him that Minnesota offered a two-year advertising sequence, he thought he might capitalize on his art talent and majored in advertising his last two years.

▪ When he was graduated in 1937, he was accepted in the advertising internship program run that year by Prof. Lloyd Herrold at Northwestern University in cooperation with Chicago advertising interests, and put in a year working for Andy Duncan in the advertising department of National Tea Co.

The following year Jim Fish had a chance to get back to Minneapolis and still stay in advertising, when he was offered a job in the premium section of General Mills' advertising department. In 1940 he moved over to work in GM's grocery products division, leaving there for service in 1942.

▪ After service as a ground naval air force officer, and as a lieutenant on the aircraft carrier Bunker Hill, Jim returned to General Mills at the beginning of 1946 as advertising manager of the newly-formed home appliance division. He stayed with that division until 1953, when he was named assistant to Sam Gale, then General Mills' vp and director of advertising. Mr. Gale developed eye trouble which caused his retirement in 1955, and Jim was named to succeed him as director of advertising and subsequently as vp, the post he now holds.

Jim Fish says he agreed to take on the AFA chairmanship (normally a two-year stint) because "I believe the AFA deserves to exist, and because I think it can make a basic contribution to advertising, particularly at the grass roots level, if it organizes itself properly.

"I don't expect to perform any miracles in two years," he says, "but I do hope we can make measurable progress in the right direction.

▪ "I am particularly eager to keep AFA a grass roots organization, and to do things that we can do best with our particular setup—things which no other advertising organization is so well equipped to handle.

"In our 130 member clubs we have 130 'branch offices,' and I hope we can use them effectively in three primary areas: (1) in educating the public about advertising and in educating people for careers in advertising; (2) in serving as the legislative watchdog of the advertising business and working to improve the public image of advertising."

▪ At General Mills, Mr. Fish confides, "We are taking a close look at all the associations and organizations to which we belong. We don't intend to continue contributing to everything just because we joined once upon a time, and some organizations have outlived their usefulness, in our opinion. But I am convinced this is not true of AFA—it can be more and more useful if it makes effective capital of those 130 'branch offices' at the grass roots.

"I hope during the next two years to make some notable additions to the remarkable progress which my predecessor has made in the past couple of years." #

Three Name Batz-Hodgson

Garvey Corp., St. Louis, and its parent company, Consolidated Stamp Mfg. Co., New York, have named Batz-Hodgson-Neuwoehner Inc., St. Louis, to handle their advertising. Conrad Inc., St. Louis, also appointed the agency to handle Conrad's Laurel Springs Kentucky bourbon whisky. Krupnick & Associates, St. Louis, was Conrad's former agency. George Marklin & Associates, St. Louis, previously handled the Garvey account.

Kircher, Helton Gains 3

Kircher, Helton & Collett, Dayton, has been appointed to handle three new Dayton accounts: Stanley Greetings Inc., greeting card producer; Maud Muller Candies, for regional radio and tv, and Lion Uniform Co.

Planding to Promotion Group

Ruth Planding, formerly ad manager of Standard Packaging Corp., has joined Sales Promotion Executive Assn., New York, as executive secretary, a post vacant for about one year.

Albert Morse Opens Agency

Albert L. Morse, formerly vp in charge of merchandising of Hat Corp. of America, has opened his own agency, Albert L. Morse & Co., at 590 Fifth Ave., New York.

Trux Joins Bell & Howell

John Trux has been named sales promotion manager of Bell & Howell Co., Chicago. He previously was assistant national advertising manager of the RCA-Whirlpool sales division of Whirlpool Corp., St. Joseph, Mich.

Walter E. Barber Co.

NEW YORK • CHICAGO
A widely respected firm of seasoned professionals
Magazine Publishers Representatives
516 Fifth Ave., N.Y.C.
MU 2-5253

WHATEVER YOU SELL YOU CAN SELL MORE OF IT IN THE Plain Dealer Market THAN IN ANY ONE OF 36 ENTIRE STATES

THE ONLY CLEVELAND
NEWSPAPER THAT SELLS
THE CITY AND
26 ADJACENT COUNTIES

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES*

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,336,394	$2,030,071	$4,366,465
Retail Food Sales	589,775	510,796	1,100,571
Retail Drug Sales	88,498	55,405	143,903
Automotive	435,242	430,796	866,038
Gas Stations	146,580	176,027	322,607
Furniture, Household Appliances	125,120	104,022	229,142

(Source, Sales Management Survey of Buying Power, May 10, 1958)

***Akron, Canton and Youngstown's Counties are not included in above Sales.**

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

The Saturday Evening Post...first again...
announces the most revolutionary program
of market selection in publishing history!

SELECT-A

You select the circulation or the region you want!

- No fixed zones
- We supply partners
- Low premiums

1

SELECT-A-MARKET NATIONAL

You can buy just two-thirds (4,000,000) or one-third (2,000,000) of the Post's total six million circulation for your advertising schedule in the Post. This circulation is evenly distributed in every city and town in the U. S. Now, for the first time, an advertiser with national distribution, but limited volume and outlets, can put the power and influence of the Post behind his sales plans—with continuity, frequency and impact everywhere!

2

SELECT-A-MARKET REGIONAL

You choose those contiguous states that form your marketing area for your advertising schedule. (No fixed boundaries. You draw the map. We supply the partners.)

-MARKET

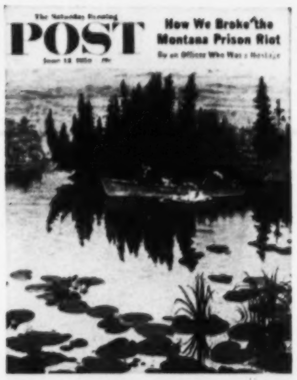
(EFFECTIVE OCTOBER 10, 1959)

3

MANY OTHER SELECT-A-MARKET OPPORTUNITIES

You can plan tailor-made split runs by:

- two, three or more different advertisements
- Post standard geographical areas
- your own custom-made geographical areas
- one ad in subscription copies, a different ad in newsstand copies
- one ad in Canadian circulation, a different ad in "balance of edition"



ONE GREAT NATIONAL EDITION

Every advertiser, national and regional, benefits from the fact that there will be no changes in the Post's editorial content by area. There is only one edition of the Post—the national edition that makes the Post the fastest-growing magazine in its field.

NOTE: Availability of SELECT-A-MARKET advertising in individual issues is subject to press capacity and book make-up requirements.

CALL YOUR POST SALESMAN FOR COMPLETE DETAILS!

The Saturday Evening
POST
Sell the POST-INFLUENTIALS
-they tell the others!

A CURTIS MAGAZINE

The Editorial Viewpoint . . .

Is Account Switching Increasing?

The other day a college student, writing his thesis for a Ph.D., came in to discuss the advertising agency business with us. He had been around to a number of top-flight agency executives before he came to us.

When he got around to asking us whether we thought agency-client relations were any more stable now than they were 20 or 25 years ago, and we said "Yes," he exhibited shocked disbelief. It was his impression, he said, bolstered by his recent conversations with agency executives, that accounts were jumping around with greater abandon these days than ever before.

We said we had no figures to support our contention that this was not so, but we did emphasize one fact that can be checked: There are a growing number of important advertisers who seem to have committed themselves to maintain agency relations indefinitely, and to make agency switches with the greatest of reluctance. Among these giant advertisers who tend to stay put in their relations with agencies are such notable advertisers as P&G, General Foods, the automobile companies by and large, and a great many other of the biggest and most important names in the advertising business.

We said, too, that in our opinion the greatest single reason now for a change in agency relations is a change in management personnel at the client. Whether the cause be merger or consolidation, a stockholders' fight that results in changed management, or simply an executive housecleaning without a full-scale revolution, it is the company with a changed set of managers which is the poorest risk for its existing agency. And if the change is closely related to sales or marketing—as it usually is—the chances that the first major decision will be to get a new agency are better than ever.

Our student visitor went away wiser (or more skeptical) than he had come, but as he left we knew he still felt that the advertising business is a peculiar business, and that the agency-client relationship is one of the most tenuous in all business. And we wished that we could honestly tell him it is not so.

Harmony Is Needed Most

Run-of-paper color is the hottest thing to have hit the newspaper business in many a long year, and therefore it is not too surprising that someone should have thought up the idea of developing a special national selling organization to concentrate on r.o.p., and incidentally to help overcome some of the difficulties of market coverage, lack of uniformity in reproduction qualities, and other things that have tended to make r.o.p. grow more slowly than might otherwise have been the case.

But although color facilities have become commonplace in newspaper offices in the past few years, ability to supply color is by no means universal so far, and New York, the biggest market in the country, has extremely limited newspaper color facilities. So it was probably just as inevitable that not everybody in the newspaper business would welcome the development of a sales organization which was dedicated solely to r.o.p. color sales.

Thus, as Advertising Age reported last week, formal announcement of Newspaper Color Advertising Inc., after some nine months of conversation and discussion and backstage maneuvering to head off the color setup, was not met with unanimous cheering. Instead, there were growls and cries of "divisiveness" in the background.

We have no special notion which group is "right." As in so many other controversies, which side a particular individual or organization is occupying seems to depend not so much on abstract concepts of "right" or "wrong" as on the specific factors applying in each individual case. But we do have a notion that the one thing the newspaper business does not need is "divisiveness" or internal feuding.

And so we hope those on both sides of the current controversy will exercise restraint and good will in voicing their opinions and in any actions they may take. Not even such a "hot" selling development as r.o.p. color is worth disrupting the fine coordination which all segments of the newspaper advertising business have managed to attain in recent years.

# \# \#

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 1709 W. 8th St., Los Angeles 17 (HU 3-0561); 703 Market St., San Francisco 3 (DO 2-4994); 520 S. W. Sixth Ave., Portland 4, Ore. (CA 6-2561); 99 W. Bethune, Detroit 2 (TR 2-7211).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Gladys the beautiful receptionist

—George J. Stuber, La Crosse, Wi

"I would have been a copywriter, but I couldn't spell."

What They're Saying . . .

Will It Sell?

In our top management approach, I sometimes think we try too hard to be scientifically correct and in our over-conscientious efforts to produce a beautiful, persuasive package, we often lose sight of our objective.

In the old days, we could comfortably take the word and brainstorm of our favorite commercial artist, slap a box around the article, and then depend upon the charm and the persuasive powers of the sales staff to get our good dealer friends to do our merchandising for us. Then came the supermarket and the shopping buggy to change the whole scheme of things.

Now the package becomes an almost integral part of the product it contains, in addition to being a persuasive salesman that sits prominently enough on the shelf to command the shopper's attention with a "come-and-get-me" appeal. Science or no science, the objective in the packaging function is to develop a "WILL IT SELL" appeal.

—J. Clinton Bowman, president, Bowman Biscuit Co., speaking at the American Management Assn.'s National Packaging Conference in Chicago.

Religion Needs Advertising

"There's no reason why religion should not have the benefit of the newest techniques of big business," he [Willard Pleuthner, Batten, Barton, Durstine & Osborn] says. "Advertising is good business for religion as well as toothpaste."

—Dorothy Roe, AP women's editor, in the Advocate, Stamford, Conn.

Admen: Note

Chicago conservationist Roberts Mann, extolling walking as the best recreation:

"Walking pumps oxygen into the body, and in addition to purely physical benefits, rewards the walker with a sense of well-being and peace of mind."

—Chicago Sun-Times.

Rough Proofs

Department store sales rose 5% in the May 30 week, the Federal Reserve Board reports, and this is a statistic that means a lot more to merchandisers than a roaring stock market.

•

Ann Skinner, a smart retailer, says toys should be sold for the fun they bring children, not to educate them.

A Portia come to judgment.

•

Nielsen says re-runs of established tv shows get higher ratings than summer replacements.

A western is a western is a western.

•

"Latex shifts Playtex girdles to Bates agency," the headline says.

Agency men, like the gals who wear them, are looking for girdles that won't shift.

•

Dodge dealers, who will sell the new Dart, are to be asked to give up their Plymouth franchises, a move which may hurt their pride as well as their pocketbooks.

•

The International Ladies' Garment Workers Union is going to spend $3,000,000 in the next three years to promote the union label.

David Dubinsky thinks, talks and acts more and more like a business man.

•

There ought to be quite a market among people who want to sit up straight in their cars, and to wear hats, for the big, roomy automobiles being turned out by the Checker cab people.

•

There's a one-man agency operating in the Kansas wheat fields, AA reports.

Advertising is big business, and there seems to be plenty of room in it for little business, too.

•

"'Deal' advertising creates national bargain basement, Truesdell says."

And the head of Zenith sales has shown that the way to success is to keep off the bargain counter.

•

Murine maintains the top spot in the eye lotion field with advertising and without salesmen, and that statement's not just a lot of eye wash.

•

Jim Aubrey Jr., a chip off the old block, aged suddenly when a news story about his elevation to exec vp of CBS was illustrated with a picture of his famous agency dad.

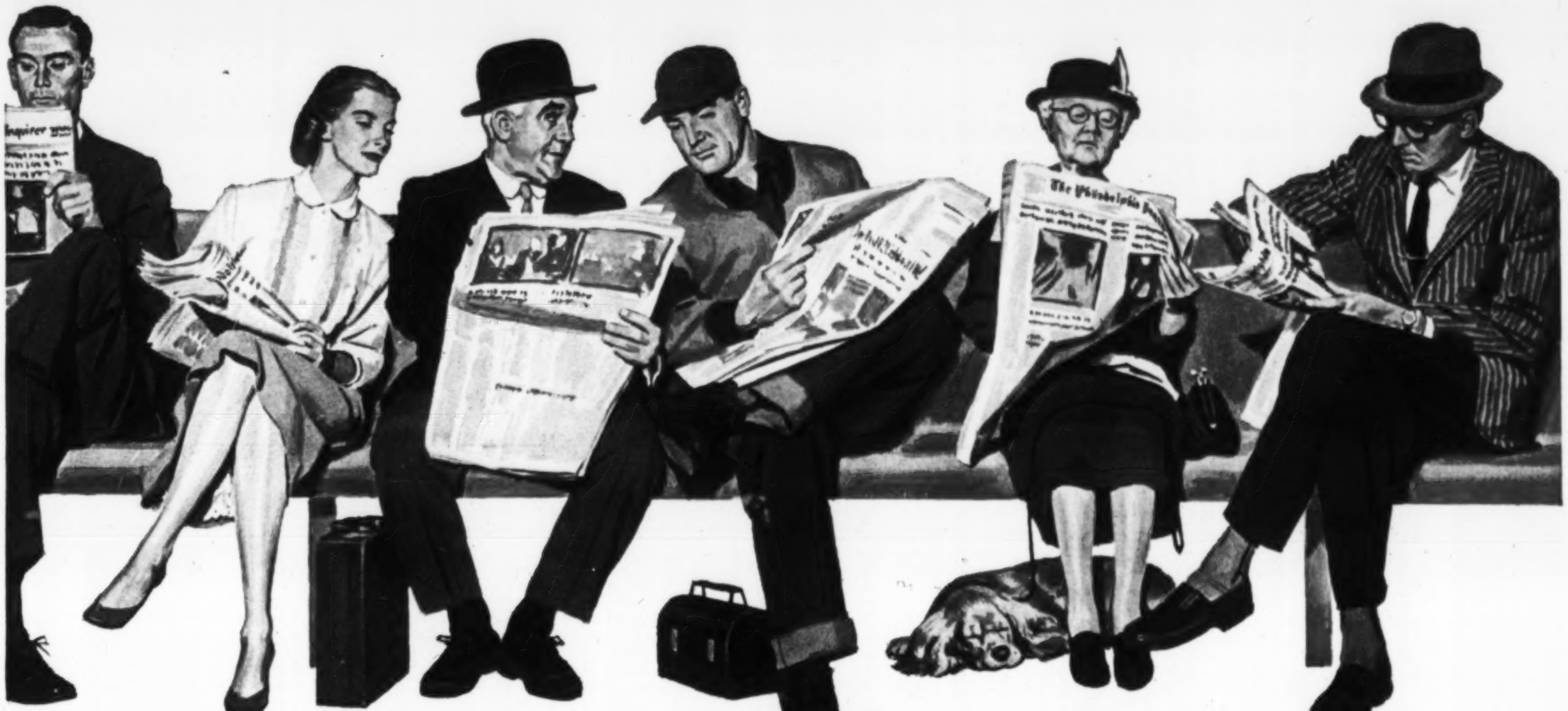
•

Bernice Fitz-Gibbon says teenage girls have loose, jingly money in their pockets.

She means that's the kind they can spend.

Copy Cub.

a sharper look at people . . .



how they read newspapers in Delaware Valley, U.S.A.

Pick an average weekday. You'll find 1,352,000 Delaware Valley adults behind a copy of The Daily Inquirer. For 893,000 of these readers it's the exclusive newspaper . . . because they don't read the major evening daily.

Swing around any suburb and you see growth at a glance. 57% of the Valley's retail sales are made outside the city limits. Out in the suburbs, The Inquirer gives you 680,000 adult readers, compared to the evening paper's 506,000. Remember, 578,000 of these Inquirer readers in the greener suburban reaches of Delaware Valley do not read the major evening paper. They are Daily Inquirer readers exclusively!

All of which are good points in favor of sharpening up your next media schedule in America's third market . . . with The Daily Inquirer.

For all facts and figures, send for the extract of "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.

The Philadelphia Inquirer

Good Mornings begin with The INQUIRER for 1,352,000 adult daily readers

NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
RICHARD I. KRUG
Penobscot Bldg.
Woodward 5-7260

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3557

Young Chicago loves to buy...

The young families are the big buying families,
in Chicago as anywhere else. But nowhere else can you
reach them more effectively. In Chicago,
more young families read the Sun-Times than any other newspaper.

...the Chicago
Sun-Times

Meet an IRE award winner for 1959:

IRE REMEMBERS THE MAN
for his dedication
to education

Behind every accomplishment, there is a man. In the field of education—so important in today's scientific race—E. Leon Chaffee is such a man. This year, IRE's highest technical award, **The Medal of Honor,** goes to Dr. Chaffee "for his outstanding research contributions and his dedication to training for leadership in radio engineering." Congratulations to Dr. Chaffee — Rumford Professor of Physics, Emeritus and Gordon McKay, Professor of Applied Physics, Emeritus, Harvard University.

And behind the cold statistics of the 67,369 (ABC) circulation Proceedings now enjoys, are 54,557 **professionally qualified men** plus 12,812 student members in 156 Engineering Colleges, now awaiting your message in their own journal. If you buy space in the radio-electronics field, you should meet them.

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE
The Institute of Radio Engineers

Adv. Dept. 72 West 45th Street, New York 36, New York • MUrray Hill 2-6606
Boston • Chicago • Minneapolis • San Francisco • Los Angeles

ONE REASON WHY MORE AND MORE NEW YORK AGENCY EXECUTIVES HAVE SWITCHED TO THE JOURNAL-AMERICAN

DORIS WILLENS has been advertising columnist of the New York Journal-American going on two years. And ever since she started, Madison Avenue tongues have been wagging...about the great job she is doing. One Vice President of a leading agency writes, "I think that Doris Willens should be complimented on the excellent coverage she is giving to the advertising field. It used to be a matter of habit for me to pick up another paper every evening, but some months ago I switched to the Journal-American. And I'm sure it would please you to see how many of my friends on the 5:27 bring out the Journal-American these days to keep in touch with what's happening in their own profession."

NEW YORK
Journal-American

LARGEST CIRCULATION OF ANY 10c DAILY NEWSPAPER IN THE WORLD

Getting Personal

Broadcast-print merger: **Joseph B. Munsch,** assistant traffic director, and **Rose E. Quaid,** secretary to the tv-radio director, both of Needham, Louis & Brorby, Chicago, will wed June 27 . . . **James H. Righter,** *Buffalo Evening News* publisher, has been named 1st vp of Main Street Assn. of Buffalo . . . **Henry G. Lord,** a member of the board and honorary chairman of McGraw-Hill's finance committee, celebrated his 94th birthday May 30. He comes in to his New York office nearly every day . . . **Mike Ecksel,** ad manager of Ames Publishing, is the new vp of the Merchandising Assn. of the U. of Pa. . . . Back at his desk after surgery is **John Asher,** ad and promotion director of KMPC, Hollywood . . . **Lee Bobker,** vp of Dynamic Films Inc., New York, is the proud pop of Daniel Harry, born May 25 . . .

Industrial Marketing Club

ALL FRENCH—*Oakleigh R. French Sr., retired St. Louis agency owner, receives lifetime membership in Industrial Marketing Club of St. Louis from Oakleigh R. French Jr., club president. Now managing director of National Advertising Agency Network, Sarasota, Fla., the elder Mr. French was honored for his contributions and long service to the club.*

Joe Leigh, head of Einson-Freeman Co., Long Island City, is back home from a 60-day round-the-world "vacation" which included talks to ad and sales groups in London, Paris, Amsterdam, West German cities and Milan. . . **Richard Ziesing Jr.,** *Ladies' Home Journal* ad director, is due back in mid-June from a month in Europe . . .

Another lecturing adman, **Lester "L" Wolff,** president of Coordinated Marketing, and his wife, Blanche, returned to New York from a three-week speaking tour throughout South America where Mr. Wolff addressed over 800 ad and radio-tv execs . . . **Ruth Barr,** secretary-treasurer of Russell T. Gray Inc., Chicago industrial ad agency, was the only advertising woman ranking among the first 24 nominees for "Top Business Woman of Chicago." . .

ANNIVERSARY—*Gene Duckwall (left), veteran media director in the Los Angeles office of Foote, Cone & Belding, receives a gold watch from Rolland W. Taylor, president, in recognition of the 25 years that have ticked away since he joined the company.*

The agency group cooperating in the Chicago fund-raising drive to aid Junior Achievement is "pretty proud" of the fact that the group ranked second among 11 divisions—especially since this is the first time the agency business has participated. The hard-working committee members: **Robert Spaeth** of Leo Burnett; **C. W. Sanders** of McCann; **Burton Feldman** of Gordon Best; **Harold Jensen** of Tatham-Laird; **Robert Trump** of Foote, Cone & Belding; and **John D. Kenner** of Clinton E. Frank . . .

Sigurd S. Larmon, board chairman of Young & Rubicam, New York, and **C. C. Buchanan,** founder of Buchanan-Thomas Advertising, Omaha, got together in that city on June 4: The occasion? It was the 50th annual class reunion of the Central High School class they both attended . . .

A new chapter of Alpha Delta Sigma, professional ad fraternity, came into being with 34 student members at the University of Minnesota June 8. It is named for **Samuel C. Gale,** retired vp and ad director of General Mills, who addressed the first meeting . . .

For the FIFTH
consecutive year,
the Toledo Blade
tops all other
Ohio newspapers...

1st in Ohio in total grocery advertising

YEAR AFTER YEAR the Toledo Blade tops all other Ohio newspapers in grocery linage. Why? For one thing, the Toledo Market's 331,000 families have BIG appetites—appetites that are constantly stimulated by substantial editorial coverage. Another important reason—among many other reasons—is that retail grocers are systematically alerted to manufacturers' advertising programs by The Blade's unsurpassed marketing services.

Retail grocery trade and Toledo Blade to aggressively promote national theme

"BETTER MEALS BUILD BETTER FAMILIES"

- **Toledo grocers will be repeating this theme over and over again in their own advertising, September 14 through 26. They'll emphasize the importance of the family meal—pointing out that it's more nourishing than meals grabbed on the run and that it makes for better family relationships. This retail grocery advertising of the "Better Meals Build Better Families" promotion will be a mighty potent force because Toledo grocers use an average of 60,000 lines each week in The Blade.**

▶ *Heavy promotion scheduled*

The Toledo Blade, which lives closely with the retail and wholesale grocery trade, plans a comprehensive program of ad ideas, display suggestions, special articles in its weekly food pages and a big-space advertising campaign which will run during the two week promotion.

▶ *Your sales will benefit*

We strongly urge you to tie-in your September promotions with this Toledo Market activity. Your products can benefit from its impact, too!

TOLEDO BLADE *Daily and Sunday*
TOLEDO TIMES *Morning*

REPRESENTED BY MOLONEY, REGAN & SCHMITT, INC.

Special interest magazines

In MOTOR BOATING the partnership of interest between advertiser and reader usually leads to dramatic *action*. Recently the makers of Ancarrow Sports Runabouts—priced at $3,500 to $24,000—wrote the publishers: "We are pleased to tell you that of all the boats we sold, through magazine advertising, all but one were made to readers of MOTOR BOATING."

Action like this is to be expected because the MOTOR BOATING reader, whether his hand guides a sailboat tiller or controls a motorboat, constantly demonstrates his interest in the many products that make boating the most enjoyable of all family recreations.

"...of all boats sold through magazines, all but one...to readers of Motor Boating."

get ACTION!

Boating enthusiasts read MOTOR BOATING with keen absorption—whether the pages contain advertising or editorial material. As a matter of actual statistics, most MOTOR BOATING readers turn to the advertising content first!

"Special interest" means ACTION!

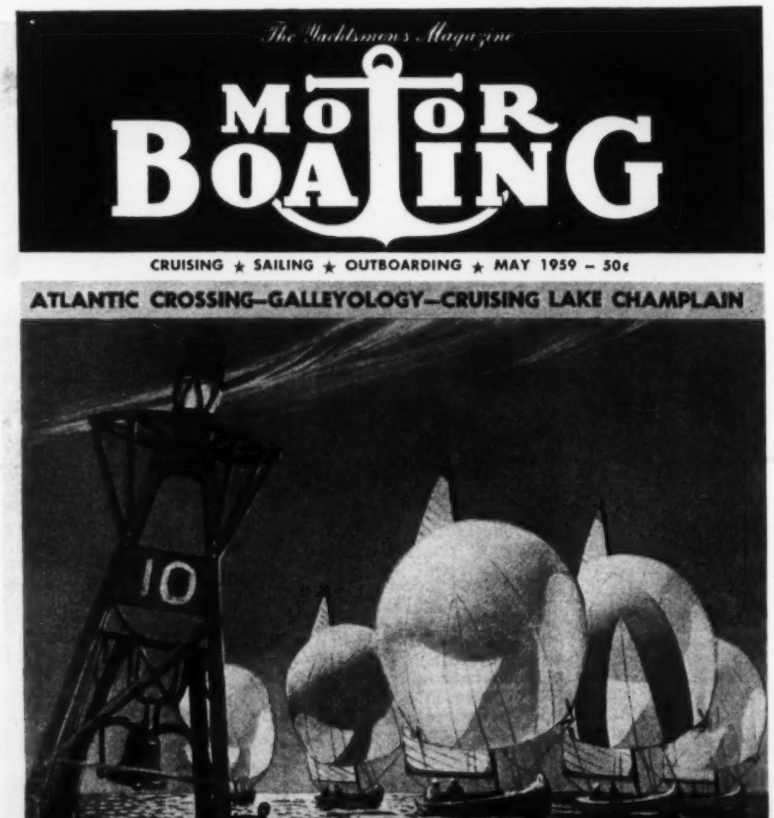
What is true of MOTOR BOATING—and its action-getting power—is true of all Hearst Special Interest Magazines.

Each is tailored, in editorial content, to a specific market—with an intimate knowledge of that market's interests. And as a result, editorial and advertising content work in tandem—to spark sales results and profits *at the local level.*

So if you want *action* in terms of sales, look to the medium that is geared for *action,* saleswise. Advertising dollars work hardest where interest is greatest... and readers of Hearst Special Interest Magazines are already sold—only need to be told!

Six Keys to Profits Through Action

- Hearst readers are prospects, not just suspects
- Advertising is focused where interest is keenest
- Editorial and advertising content work together
- Editorial integrity lends prestige to advertising
- Each Hearst Magazine is an authority in its field
- Hearst readers are sold—only need to be told!


The Yachtsman's Magazine
MOTOR BOATING
CRUISING ★ SAILING ★ OUTBOARDING ★ MAY 1959 – 50¢
ATLANTIC CROSSING—GALLEYOLOGY—CRUISING LAKE CHAMPLAIN
10

HEARST MAGAZINES
GET ACTION

SPORTS AFIELD	Bride & Home	MOTOR
COSMOPOLITAN	SCIENCE DIGEST	POPULAR MECHANICS
BAZAAR	American Druggist	TOWN & COUNTRY
House Beautiful	NEW Medical Materia	Good Housekeeping

© 1959 by the Hearst Corporation

TON OF FOOD
promotion now on . . .
• • • • •
Fresno GUIDE
FRESNO, CALIFORNIA

Josephson Promotes Doremus

Jack Doremus has been promoted to creative director of Josephson, Cuffari & Co., Montclair, N. J. Formerly with Benton & Bowles, Mr. Doremus joined the agency more than two years ago as art director.

Dedicated Service

Serving our customers through quality typesetting, with emphasis on reliability has long been the established practice at SERVICE Typographers. This dedication of SERVICE is our continuing pledge to produce the finest in type for all your ads, mailers, and printed pieces. Specify SERVICE in your next type need and get a proof of the difference.

SERVICE typographers, inc.
723 S. WELLS ST. CHICAGO 7, ILL. HArrison 7-8560

where typesetting is still an art

Ford Enters Nolo Contendere Plea in Price Fixing Case

WASHINGTON, June 9—Ford Motor Co. pleaded *nolo contendere* today to charges that it joined with Washington area Ford dealers to fix prices on parts and accessories.

Former anti-trust chief H. Graham Morison, who represented Ford, told Federal Judge Edward A. Tamm the alleged practices would be contrary to Ford policy and would have been carried on unknown to responsible officials of the home office.

Ford is the last to be heard of a group of defendants which included three manufacturers (Ford, Oldsmobile, Chevrolet) and 42 dealers handling their makes. Previously other manufacturers and dealers were fined a total of $106,700, including a $71,000 fine assessed against 16 Ford dealers, who pleaded *nolo contendere* last March.

Judge Tamm has not indicated his final action with respect to Ford. #

NBC Adds Chemistry Course: Du Pont Joins Backers

NBC-TV, New York, will expand its "Continental Classroom" next fall to include a two-semester, college-level course in modern chemistry, the first course to be televised in color. The chemistry instructions will be offered Monday through Friday, 6:30 to 7 a.m. (EST), Sept. 28 to May 27, with the current physics course to be repeated on tv tape and kinescopes in the 6 to 6:30 a.m. time slot.

Next season, E. I. du Pont de Nemours & Co. will be added to the current list of companies which cooperate with NBC in presenting this program. The others are Ford Foundation, Bell Telephone System, General Foods Fund, International Business Machines Corp., Pittsburgh Plate Glass Foundation, Standard Oil of California and U.S. Steel Corp. These companies are not sponsors; they provide financial donations to defray production costs. Credit is given them only at the conclusion of the show. The time is donated by the stations.

Stripe Offers Roses

Six plastic roses, with a rose fragrance, are offered by Lever Bros., New York, for $1 and the end flaps from any size carton of Stripe toothpaste. Six CBS network tv shows, one NBC network tv program and a full-color spread in the July *Reader's Digest* are being used to promote the premium offer. J. Walter Thompson Co., New York, is the Stripe agency.

NBP Publishes New Agency List

National Business Publications, Washington, has released a new issue of its "Advertising Agency Membership List," compiled by its committee on agency membership, of which William A. Wilson, president of Pit & Quarry Publications, Chicago, is chairman.

Five Year Progress Report SPC Stanley Publishing Company

Readers, advertisers, and advertising agencies are real partners in the first five year progress report presented here. The Stanley Publishing Company management, department heads, and staff members, in their gratefulness for the opportunity of serving in these past five years are looking forward to serving to an even greater degree in years to come. This report is presented as evidence of this gratefulness and "dedication."

June 16, 1954

One Service . . .
Transportation Supply News, (founded 1945), was the initial and only publication of Stanley Publishing Company, five years ago.

Eight Employees . . .
Four men and four women were the total employees, at the outset. Emil Stanley is the company founder. William S. Wade is co-founder.

Floor Space—600 Sq. feet
The first general office was a rather confined area of 600 square feet, housing the entire 1954 staff.

300,000 Circulation
TSN in those days had a circulation of but 25,000 making the total year's circulation at 300,000 copies. TSN circulation then had 0% verification although it was audited by BPA.

25,000 Names on Stencils
TSN's reader names were an old-fashioned paper stencils; the circulation was "farmed out" as a temporary "starting" procedure.

1,200 Ad Units
In 1954, TSN then in its tenth year carried but 1,200 ad units, 60% of which ran the last half of the year, after TSN was acquired and became the number one and only paper of Stanley Publishing Company.

1954 Annual Gross Sales: $125,000

Now . . . June 16, 1959

62,000 Monthly

51,000 Quarterly

113,000 Annually

51,000 Monthly

READERSHIP Eastman's RESEARCH
TSN is Eastman Researched

FLEET DIRECTORY and TSN BUYERS' GUIDE
62,000 Annually

35,000 Annually

Jobber Product News DIRECTORY and BUYERS' GUIDE
51,000 Annually

READERSHIP Eastman's RESEARCH
JPN is Eastman Researched

Seven Services
In five years, six additional affiliated services of TSN have been inaugurated, as shown above. They represent two monthlies, one quarterly, and four annuals. All 7 are listed in SRDS.

Close to 50 full-time Employees
The original full-time staff of eight, now numbers close to 50 full-time employees, with a number of part-time workers, in addition. The offices in Chicago and New York have been supplemented by company offices in Detroit and Cleveland, plus representatives' offices in San Francisco, Los Angeles, Tulsa and Birmingham. It is planned to open another company office soon.

Floor Space Now 7,000 Square Feet
The original 600 feet of space in the general office in Chicago has been expanded to over 7,000 square feet, housing the company's administrative, editorial, advertising, production, accounting, and circulation departments. Company-owned circulation equipment is most modern.

1,800,000 Circulation
The circulation for each of the seven services is shown above. They add up to a total of 1,800,000 copies distributed during the full calendar year period. This is one of the largest automotive annual total circulations of any trade paper publishing house.

Over 200,000 Names on Graphotype Stencils
Circulation activities of the company's own circulation department revolves around 200,000 names on graphotype stencil plates. The department has the latest and most modern equipment plus the first electronic counting, computing, forecaster machine built by Addressograph-Multigraph. The plates themselves are "protected" by a quarter of a million dollars insurance policy. TSN circulation originally 0% verified is now 100% BPA verified; JPN likewise is 100% BPA verified. This represents the top hallmark of circulation quality.

7,000 ad units
The advertising units carried in Stanley Publishing Company papers in 1959 will reach a total of close to 7,000 which is a 483% gain over the 1,200 ad units carried but five short years ago. By 1961, total ad units will reach well over 10,000 ad units in the present seven services. TSN advertising volume is up over 20% and JPN up over 40% first six months of 1959.

1959 Annual Gross Sales: Over $1,250,000*
*Conservative projection, based on first 6 months 1959, TSN, JPN and FPN only.

June 16, 196?

Bigger and Better Future Plans

Stanley Publishing Company policies will continue to be progressive and aggressive. Leadership and progress are the keynotes of operation. Satisfying unfilled reader needs and improving on the serving of existing needs are the constant challenge.

— SPC —

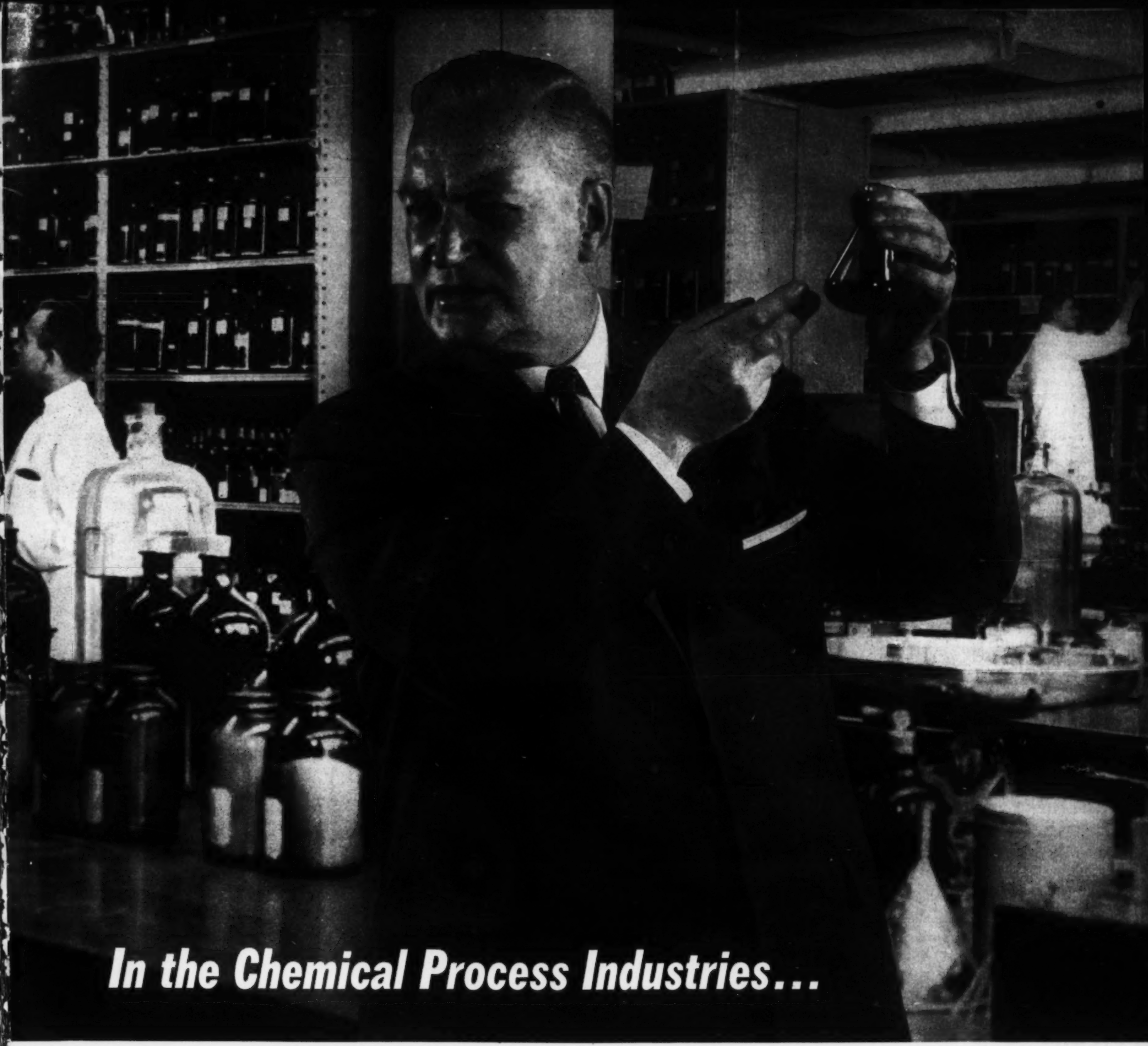
Circulation-wise the "Stanley Publishing Pattern" is "mass coverage and penetration of specific markets." Stanley Publishing does not believe in the numbers game—but it does believe in serving all market constituents—all buyers—large and small as basic and sound publishing. Likewise, penetration of buying-unit companies is more and more important than just company-unit coverage in any market. We have never heard of an advertiser who said, "I'm looking for the book that has the smallest circulation and the one that provides the least coverage of the market."

— SPC —

Basic Stanley Publishing Company philosophy: (1) Common denominator of editorial interest (2) Creative editorial values and integrity (3) Mass coverage of specific markets (4) Market penetration (5) High Visibility formats (6) Easy to read, easy to act on publications (7) Reader-response "action" books.

196? Annual Gross Sales: $?,000,000

SPC STANLEY PUBLISHING COMPANY • 431 South Dearborn St., Chicago 5, Ill. • WAbash 2-0636
Other Offices in: NEW YORK • CLEVELAND • DETROIT • BIRMINGHAM, ALA. • TULSA • SAN FRANCISCO • LOS ANGELES



In the Chemical Process Industries...

YOUR MARKET IS A MANAGEMENT MAN

In the lab, the plant, the front office — all over the "buy-big-to-grow-big" Chemical Process Industries — cost-conscious management are digging deeper into the economies of your equipment, materials or services. They're investigating "need", weighing profit potentials, probing competitive brand advantages . . . evaluating, specifying, comparing, selecting, approving. CPI-Management are sharply aware of the "profit liability" that is theirs alone . . . astutely alert to the dollar savings your product may bring. From department heads to board chairmen . . . *they're spending money to make more money!*

In the lab, the plant, the front office . . . no matter what you sell here, your prime prospects are management — your best medium, CHEMICAL WEEK! Surely no other magazine so accurately facsimiles CPI-Management's needs and interests . . . *in all functions, both technical and non-technical.* The field's only "business-news" magazine . . . with 28 full-time editors — over 41,000 all-paid, fat-free circulation — top weekly in advertising pages . . . read, preferred and subscribed to *independently* by more management men than any other CPI business paper. That's it! *To sell CPI-Management . . . buy* CHEMICAL WEEK!

and you can sell him in...

A McGRAW-HILL PUBLICATION

Chemical Week

U. S. Tobacco Diversifies in Buy of Circus Foods

(Continued from Page 3)

the Circus Foods division and will serve on the board of USTCO Products Corp.

Circus Foods, whose principal lines in the nut field are Circus peanuts, mixed nuts and cashews, is a leading manufacturer of canned nut products in the West and Southwest. It acquired in 1956 the business of Euclid Candy Co., whose main products are a series of 5¢ and 10¢ candy bars including Love Nest, Full of Almonds, Red Cap and Cardinal. In 1958, Circus Foods had a total sales volume of about $6,000,000.

■ U.S. Tobacco Co. has one of the broadest sales bases of any tobacco company. It manufactures and sells both moist and dry snuffs, including Copenhagan, Bruton, Red Seal, Banjo and Rooster brands; Sano, King Sano, Encore, Sheffield and Mapleton cigarets; and Dill's Best, Model, Old Brier, Tweed, Petterson's Mixture, and other pipe tobaccos.

The company in 1958 is estimated to have spent between $600,000 and $700,000 in advertising. Of this amount $335,410 was invested in magazines, $80,280 in newspapers, $115,070 in spot television, and about $150,000 in point of sale and business publications.

C. J. LaRoche & Co. is the agency.

■ No figures are available on Circus Foods advertising expenditures, but they are reported to have been relatively small, and confined largely to trade advertising and point of sale promotion.

A U. S. Tobacco Co. executive said, "It's too early to say what will be done on Circus Foods advertising. We don't even know whether an agency is being used. It will be some time before any changes are made, anyway." #

Meltzer Adds MacFarlane

Richard N. Meltzer Advertising, San Francisco, has been appointed to direct advertising for MacFarlane Candy Co., Oakland.

Lampe Named Club President

Art Lampe, George D. Bernard Co., has been elected president of the Junior Advertising Club of St. Louis. Other officers are Ronald Levy, Gardner Advertising Co., 1st vp; Larry Boysen, Monarch Photo-Engraving Co., 2nd vp; Britt Jenkins, Silk Screen Products, 3rd vp; Jim Russo, Bermingham & Prosser Co., 4th vp; Bob Semmeiroth, C. V. Mosby Co., secretary, and Gene Jackson, Warwick Typographers, treasurer.

Don't Let Inferior Ads Mar Good Editorial, Adwoman Kortas Warns Business Papers

(Continued from Page 3)

and money.

Miss Kortas also advised publishers to thoroughly train their space salesmen. She asserted that space salesmen are key men with any business publication, but, she said, they cannot be expected to do their jobs properly if they are not well trained. Space salesmen can "build or destroy the publication image," she added.

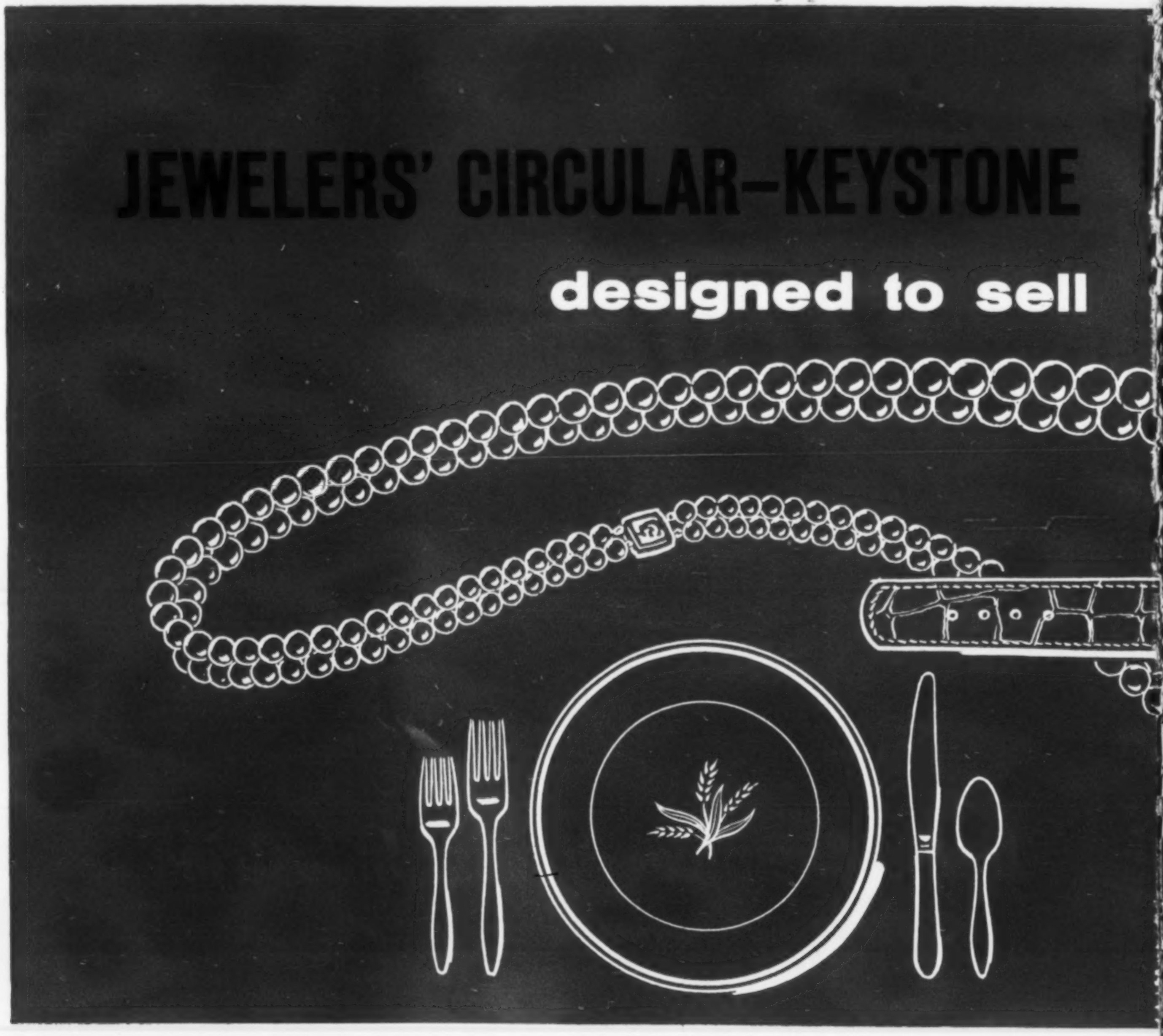
■ The following suggestions for publishers were also made by Miss Kortas:

- Provide research studies, methods or techniques for measurement of advertising effectiveness.
- Conduct seminars on "how to increase the effectiveness of your advertising."
- Put out compilations of the kind of advertising campaigns readers of your publications feel are most helpful.
- Have editors conduct sessions or seminars with agencies and advertisers on their opinion and observations on advertising.
- "Make advertisers and agencies

WSJS RADIO
LEADS
IN
LISTENERS
IN PIEDMONT
NORTH CAROLINA...

• with a rich, industrialized 18-county market
• with the largest, Piedmont Metropolitan area — Winston-Salem, Greensboro, High Point
• with more audience than the three other Winston-Salem stations combined
• with power of 5,000 W, 600 KC, AM-FM

WSJS
NBC AFFILIATE
RADIO
WINSTON-SALEM, N. C.
CALL
HEADLEY-REED



JEWELERS' CIRCULAR-KEYSTONE

Gives readers news and reliable information on every facet of the business—sales promotion and management methods, new and profitable products, buying, merchandising, store operations, and technical data.

Gives advertisers a circulation of approximately 19,000 which blankets the major purchasing power of the jewelry industry—the stores responsible for more than 90% of the total business in this $1.6 billion market.

* * *

Jewelers' Circular-Keystone is published by Chilton, one of the most diversified publishers of trade and industrial magazines in the country—a company with the experience and resources to make each of 17 publications outstanding in its field.

In keeping with Chilton policy, the staff of Jewelers' Circular-Keystone devotes its major efforts to the publication, with the dual aim of continuing its editorial excellence and maintaining its high quality circulation. The result is a magazine *designed to sell* the modern jeweler.

strive for high advertising standards—make it tough for us."

■ Maynard Reuter, Billboard Publishing Co., was elected president of Chicago Business Publications Assn. for 1959-60. Other officers include Roland Werth, McGraw-Hill Publishing Co., 1st vp; George E. Konz, *Rock Products*, 2nd vp; Richard Hodgson, Advertising Publications Inc., 3rd vp; Russell T. Sanford, *Modern Hospital*, 4th vp; Frank Richter, *Modern Railroads*, 5th vp; Charles B. Groomes, Advertising Publications Inc., treasurer, and John H. Reardon, Publishers Circulation Service, secretary. #

Ray C. Jenkins Adds Account

Midway Center Merchants Assn. has appointed Ray C. Jenkins Advertising Agency, Minneapolis, to handle advertising for the new Midway Shopping Center of 40 stores to be opened in the fall in St. Paul.

Direct Mail Prescribed as Antidote to 'Faceless Conformity of Mass Media'

(*Continued from Page 2*)

great, sustaining forces for the prosperity of the mail order business in an age of mass distribution is the enormous increase in the number of people with full secondary and college educations. These are the people of imagination to whom the unusual and imaginative can appeal."

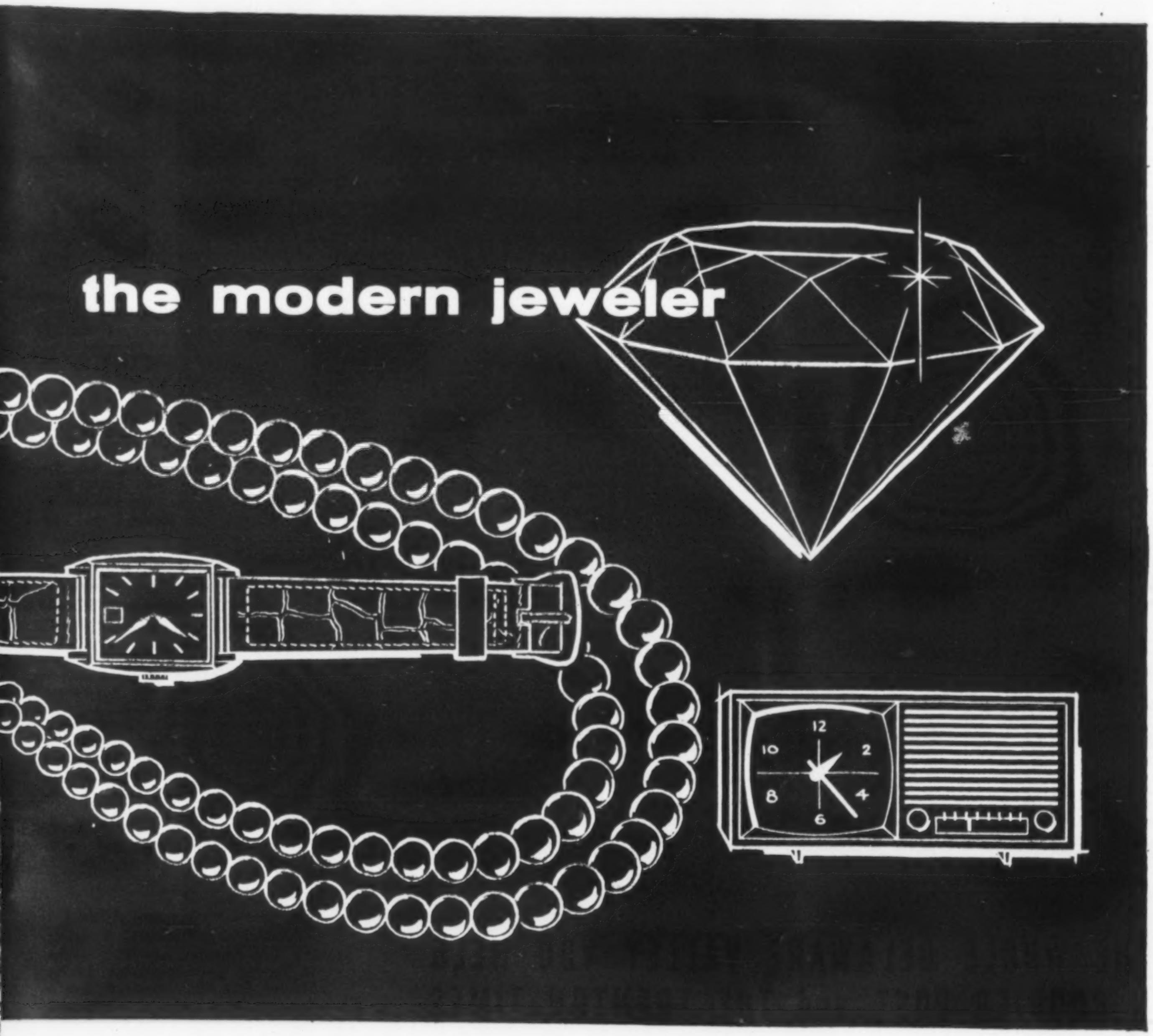
■ Mr. Myers also talked about another kind of education job—one that he said ought to be done on Postmaster General Arthur Summerfield.

"We all had high hopes for the Postmaster General," he said, "for not only was he a business man, but he was in a line of work—peddling Chevies—where direct mail is frequently used. But, somewhere along the line, there is a grave gap in his mail order education, or perhaps in our education of the department he presides over.

"I'm afraid," Mr. Myers concluded, "that the government has turned the script back to Voltaire, who defined the art of government as taking as much money as possible from one group and giving it to another. I wish that we could get across the idea that the government ought to leave our group alone—at least for a little while." #

Continental Names Alex Franz

Continental Air Transport Co., operator of ground transportation to Chicago's Midway and O'Hare airports, has appointed Alex T. Franz Inc., Chicago, to handle its advertising. Continental had no previous agency.

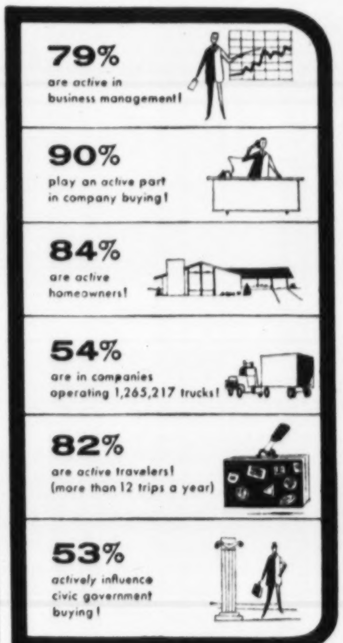


Chilton
COMPANY

Chestnut and 56th Streets • Philadelphia 39, Pennsylvania

PUBLISHER OF: Department Store Economist • The Iron Age • The Spectator • Automotive Industries • Gas Hardware Age • Boot and Shoe Recorder • Butane-Propane News • Electronic Industries • Jewelers' Circular-Keystone Aircraft and Missiles Manufacturing • Optical Journal & Review of Optometry • Distribution Age • Hardware World Motor Age • Commercial Car Journal • Product Design & Development • Business, Technical and Educational Books

Only the
ROTARIAN
brings your sales message to this concentrated
"action audience"
Every copy reaches an active businessman who can make a decision to buy your product!



79% are active in business management!

90% play an active part in company buying!

84% are active homeowners!

54% are in companies operating 1,265,217 trucks!

82% are active travelers! (more than 12 trips a year)

53% actively influence civic government buying!

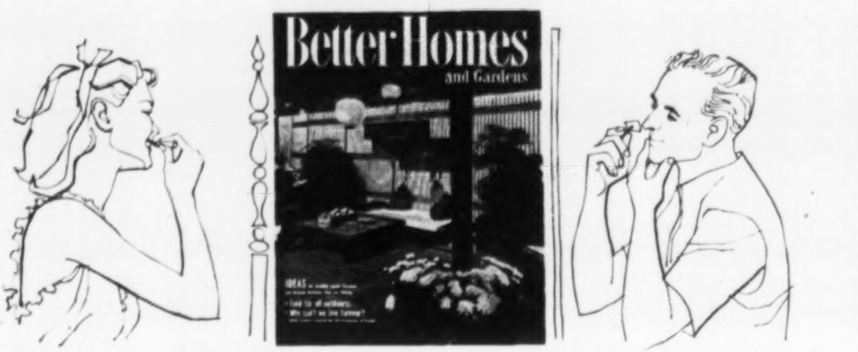
and . . . this "man-of-action" has an average income of $14,429 to make him an active customer for insurance, travel, sporting goods and clothes.

THE ROTARIAN reaches 354,620 "men-of-action" at the low, low cost of only $3.72 per thousand!

SEND FOR YOUR FREE COPY OF Market Facts, Inc., complete study of the ROTARIAN reader—the man who can buy your product—today!

The Rotarian
AN INTERNATIONAL PUBLICATION
1600 RIDGE AVE., EVANSTON, ILL.

IN LATIN AMERICA . . .
Revista Rotaria is a key publication reaching 41,695 readers. Send for Market Facts, Inc., study of this important export market.



If you want to sell more **toiletries,** go where every page is full of ideas that sell: Better Homes and Gardens, the family *idea* magazine. BH&G's idea-hungry readers are spenders, too. In a recent study, more readers of Better Homes and Gardens than of any one of the major women's magazines had bought deodorants, face creams and powders, hand lotions, headache remedies, home permanents, lipsticks, razor blades, shaving preparations, shampoo and tooth pastes in the past 2 weeks!*

**Look-Politz Study, 1958*

During the year ⅓ of America reads **BH & G** . . . the family idea magazine

SERVICE
Angelo

DO THE JOB RIGHT!

TO COVER THE WHOLE DELAWARE VALLEY YOU NEED THE CAMDEN COURIER-POST and THE TRENTON TIMES

Thomas Edison used to say, "There's a way to do it better—find it." Our friend certainly knows a way to pump gas, but he'd better find a better one . . . fast!

If you are selling gasoline or cars or windshield wipers or bread crumbs to Delaware Valley USA, there may be a better way to use your newspaper advertising. To wit, make sure you are reaching both sides of the Valley. For, as top national advertisers will testify, the Delaware Valley is two markets. Each state, each side of the river, is sold best in the pages of its own local newspapers. For southern New Jersey those papers are the TRENTON TIMES and the CAMDEN COURIER-POST. Use them . . .

- Because Camden-Trenton folks have money to spend (each person's spendable income exceeds the nation's average by nearly $200)
- And because they spend it freely (retail sales 12% above the national average)

Hit this audience where it lives . . . via its trusted home newspapers. You can buy the loyal readership of the CAMDEN COURIER-POST and the TRENTON TIMES as a package for just 63c a line, or separately if you wish.

IT PAYS TO CROSS THE DELAWARE

TRENTON
CAMDEN
PHILADELPHIA

TRENTON TIMES
Established 1883
CAMDEN COURIER-POST
Established 1875

Represented nationally by GEORGE A. McDEVITT CO., INC. • NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • LOS ANGELES

Heinz Uses Dailies to Promote Two New, Three Old Sauces

PITTSBURGH, June 9—H. J. Heinz Co. will use newspaper ads exclusively to carry through a long-range, nationwide campaign for two new sauce varieties in addition to the three varieties now on the "57" list.

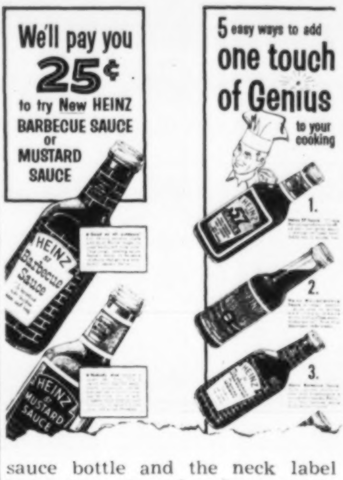
The new food products are Heinz mustard sauce and Heinz barbecue sauce. They'll make their debuts in what is described as the "one touch of genius" promotion which will give almost equal billing to the company's well-known Worcestershire, Savory, and "57" sauces.

Ads are being scheduled in nearly 250 newspapers in 130 cities. The first ads will appear July 15; they will continue on a weekly basis in the same newspapers until April, '60, omitting December, '59.

The explanation for the drop-out in December is that the public is too busy with holiday shopping during that month to give satisfactory attention to food ads.

There will be three sizes of ads —500, 100, and 70 lines—which will be rotated.

The larger ads will be similar in appearance and theme, and will include a coupon offering 25¢ in coin to a consumer sending the wrapper from the Worcestershire sauce bottle and the neck label band from the other four sauces. The 70-line ads will be run as reminders.



The company will back up the newspaper ads with point of purchase promotional material. This will include special display bins with a 3' high back-card in four colors and shelf coupon pads containing recipes using all five sauces. The recipes have been specially developed for the sale by members of the Heinz home economics department.

■ William Siegmann, Heinz sauce product manager, calls the drive "the greatest sauce advertising and merchandising program in Heinz history."

He revealed that the new Heinz mustard sauce is an import and adaptation of a popular sauce made by Heinz in Australia.

The new Heinz barbecue sauce is said to be specially prepared to impart a tangy, smoky flavor and appetizing color to chicken and meats grilled over charcoal or wood.

The two new sauces are packaged in 8 oz. clear glass containers.

Maxon Inc., Detroit, is the agency. #

Anderson-McConnell Adds 1

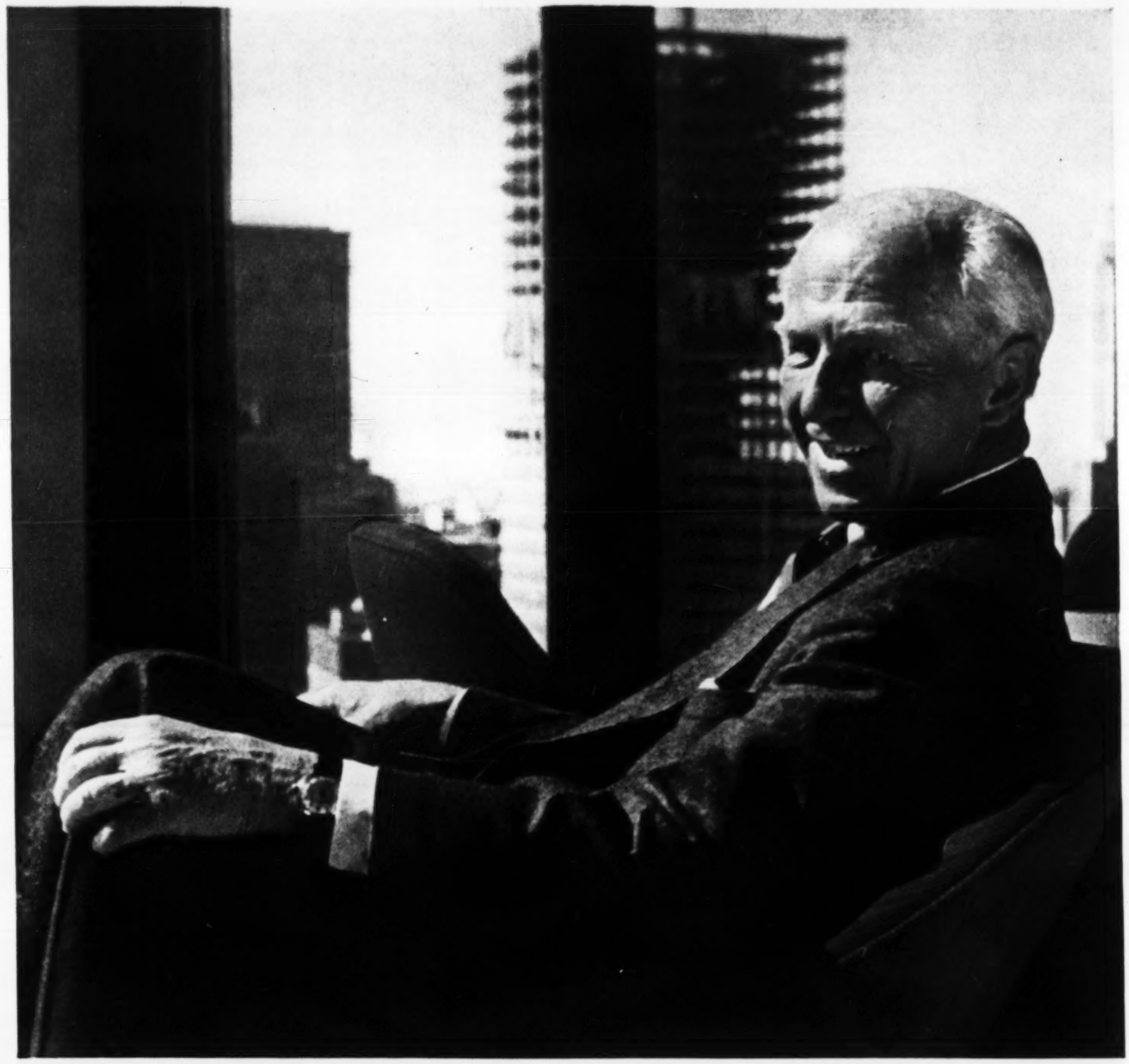
Anderson-McConnell Advertising, Los Angeles, has been named to handle the advertising for the Marina Del Mar swimsuit line of Western Miss, wholly owned subsidiary of Rose Marie Reid. The line, now in its fourth season, has previously been experimentally distributed through department store budget shops, chain stores and selected sportswear specialty shops. According to Shirley McWilliams, advertising manager, distribution will be expanded, supported by schedules in fashion publications and intensive use of point of purchase aids. Carson/-Roberts, agency for Rose Marie Reid since 1951, continues to handle advertising for the parent company.

'Herald-Tribune' Boosts Sanders

The *New York Herald Tribune* has promoted Doris Sanders from the promotion staff to promotion manager of the European edition. She succeeds Norma Des Jonquerres, who has resigned.

Guild Films Moves Offices

Guild Films Co., New York, tv film producer and distributor, has moved its sales and administrative offices to new quarters at 655 Madison Ave., New York, and 32 Court St., Brooklyn.



How to make the most of a minute

Why don't you ask J. Lehmkuhl, President of The United States Time Corporation, America's leading watchmaker? With a product that's so persistent a reminder of the most costly ingredient that goes into any other man's product, he's an authority on this subject. In fact, you can be sure we didn't get him to sit still very long for this picture. Perhaps, too, that's why Mr. Lehmkuhl subscribes to Business Week. No other magazine prints so much news of business, compacted into minimum minutes of reading time. When you publish "for management only," urgency is your chief editor, and you earn respect as much for editing out the non-essentials as for what you put on paper. That Business Week is "best read" of all general-business magazines confirms this. That it is voted "most useful" of any general-business or news magazine should be even more comforting to you. You get more management readers here for your advertising dollar than in any other magazine in this field.

BUSINESS
WEEK

A McGraw-Hill Publication

YOU ADVERTISE IN BUSINESS WEEK WHEN YOU WANT TO INFLUENCE MANAGEMENT MEN

SIOUX CITY NEWSPAPERS
Sioux City CONSTRUCTION UP 16%
Sioux City BANK CLEARINGS UP 24%
Sioux City LIVESTOCK RECEIPTS UP 20%

PLANT YOUR ADVERTISING IN THIS FERTILE FIELD!

Siouxland — Sioux City, Iowa's 48-county trade territory — is the land of the "green thumb". Everything grows abundantly here, RETAIL SALES INCLUDED! And why shouldn't they? A $1,208,310,000 effective buying income plus the dominant coverage provided by Sioux City's daily newspapers make a mighty fertile selling field.

SIOUX CITY, IOWA
AGAIN A HIGH SPOT
CITY IN APRIL —
Sales 19.6% over the
nat'l. avg.
(Sales Management)

The Sioux City Journal
JOURNAL-TRIBUNE

National Representatives — JANN & KELLEY, INC.

Sioux City Sunday Journal
DICK TRACY
SIOUX CITY JOURNAL-TRIBUNE
The Sioux City Journal

Coronet Juices Launched

Coronet fig and prune juice is being introduced this month in the New York market by H&M Packing Co., Brooklyn, with a large-space newspaper campaign breaking June 18 in 17 metropolitan area newspapers. Rich, Bryan & Curtis, New York, is the agency for H&M Packing Co.

Air Associates Names Kreer

Air Associates, Teterboro, N. J., a division of Electronic Communications Inc., has named Henry B. Kreer & Co., Chicago, as its agency. Air Associates, which formerly was a direct advertiser, distributes and manufactures aircraft equipment.

Burkholder Forms Own Agency

Burkholder Advertising, a new agency, has been organized with offices at 145 N. High St., Columbus, O. Founder of the agency is R. R. Burkholder, formerly manager of the refrigerator-freezer advertising department of Westinghouse Electric Corp.

Crowell-Collier Aims to Expand in Radio: Cole

With Saleable Time Limited, Radio Is Growth Field, He Says

Los Angeles, June 9—Radio is a growth industry, declared Wilton D. Cole, chairman of the board of Crowell-Collier Publishing Co., at a press conference here last week, in which he outlined plans for expansion in this field.

Crowell-Collier, which has operated KFWB here for several years, recently acquired KLX, Oakland, and last week purchased WISK, Minneapolis. Plans are, Mr. Cole reported, to acquire the limit of seven radio stations. Television stations also will be acquired, but not immediately. "The financial risk in radio is less than in television," he said.

Mr. Cole described radio as a healthy, profitable business. For one thing, he said, the number of stations in a community is more or less fixed. The fixed amount of time for sale constitutes, he says, an "inflexible supply." As the economy grows, the demand for this time will grow, and radio can do a better job and command better prices, in his opinion.

■ Although it is anticipated that the company's broadcasting division ultimately will account for as much profit as its publishing operations, all but $1,700,000 of its $26,500,000 in sales in 1958 came from publishing, Mr. Cole revealed. The publishing division sales were almost entirely from encyclopedias, which are the most rapidly growing part of the publishing industry, he said. Additional potential will be sought in the textbook field, Mr. Cole said.

In a question-and-answer period, it was revealed the company has a $10,000,000 tax loss carry-forward that will be used mainly for expansion. Robert Purcell, head of the broadcasting division, said that all stations acquired will be in major markets.

Although activities of the three presently owned stations are directed from Los Angeles, it is likely that headquarters will be moved east as other stations are acquired in that part of the country, he said. ≠

Global to Tilds & Cantz

Global Van Lines, Los Angeles, has appointed Tilds & Cantz, Los Angeles, to handle its advertising, sales promotion and publicity programs. David Nathanson is the Tilds & Cantz account executive on the Global account. Trade, military and consumer publications will get part of the Global budget. Radio, tv and direct mail are slated for use later.

Campbell Joins Cole Agency

Viola M. Campbell has been named an account supervisor for Cole Associates Advertising, Toledo. She formerly was advertising manager of Associated Growers Wholesale Co., Toledo.

Pasadena Ad Club Elects

J. W. Christopher, president of J. W. Christopher Co., Pasadena, Cal., has been elected president of the Advertising Club of Pasadena.

"A Remarkable Bird is the Pelican.....
His Mouth Holds More Than His Bellican!"

Some producers of TV film commercials are like the pelican—big on promise, yet plainly inadequate on follow-through.

But not MGM-TV.

No job is too big or too complex for us. We've got an experienced organization of commercial production experts...whose imaginative approach can bring your commercials a fresh creative glow. Why not give us a call?

MGM-TV

THE PELICAN AND THE LION

A MADISON AVENUE TALE...WITH A MORAL

Once upon a time, an adwriter when faced with the task of graphically illustrating the superiority of MGM's facilities for producing TV film commercials, thought he was mighty clever when he decided to draw a parallel between MGM-TV and a rare old bird called a pelican.

It would be visually compelling, he thought, and a line he remembered from Bartlett's Familiar Quotations: (A remarkable bird is the pelican, his mouth holds more than his bellican) seemed to be equally compelling. And so he wrote an ad that compared some producers of TV commercials with the pelican (lower case p) whose mouths were big, but whose facilities for delivering the goods were limited.

Now, little known to this copywriter, there was a very successful and reputable animated film producer named Pelican (capital P).

When they saw his ad they were shocked... and rightly so! For this copywriter had in all his innocence cast aspersion on their good name.

And so the adwriter was very sorry and MGM-TV was very sorry. They hadn't meant to deprecate either the creativity or the facilities of this reputable animation producer.

As it happens, MGM-TV is not in the animated commercial business and hadn't meant to take a swipe at any animated commercial producers.

THE MORAL OF THE TALE:

It's better to tell the world how good you are . . . positively, rather than by negative example (i.e., We think our commercial department is the very best) . . . because what starts out to be an innocent reference to a pelican, may well turn into an embarrassing bird.

MGM-TV
BILL GIBBS,
Director of Commercial
and Industrial Films

LOS ANGELES: Bob Fierman, TE 0-3311 • SAN FRANCISCO: PR 5-1613
NEW YORK: Jack Bower, Phil Frank, JU 2-2000 • CHICAGO: Bob McNear, FI 6-8477

28 Companies Okay DMAA Code; Goal Is 1,500 More

NEW YORK, June 9—The new code of ethics and standards of practice covering the rental and exchange of mailing lists (AA, Dec. 1, '58), has so far won compliance pledges from 28 member companies of the Direct Mail Advertising Assn.

More than 1,800 companies are members of DMAA, but the code is not applicable to many of them, since they do not deal in mailing lists. An estimated 1,500 of these companies could be covered by the code. DMAA said it plans to seek compliance pledges from them.

Provisions of the code provide that subscribers may forfeit their seal of compliance if no corrective action is taken on reported violations. The code sets minimum obligations for mailers, list owners and brokers. Its aim is to standardize and improve practices involving mailing list rental and exchange.

▪ DMAA said that companies encountering code violations were asked to write the erring party and send a carbon of the letter to DMAA and the list broker, if one is involved.

Boyce Morgan, president of Boyce Morgan Associates, Washington, D. C., the author of the code, has been named adviser to DMAA (on policing and interpretation). #

Seeco Sets Fall Push

Seeco Records, New York, will spend $50,000 from September through December, the "most ambitious" fall campaign in its 18-year history, the company reports. Of this sum, $40,000 will be spent in trade and consumer magazines. The consumer list includes *Esquire*, *High Fidelity*, *The New Yorker*, *Playboy*, and *Schwann Catalog*. For the trade, it will be *Billboard*, *Cash Box*, *Music Vendor* and *Record & Sound Retailing*. An additional $10,000 has been set aside for cooperative newspaper advertising. The Seeco agency is Lee-Myles Associates, New York.

New Art Agency Bows

Joseph W. Cisar and James H. Fuller have formed a new art agency, Cisar-Fuller Associates, New York, to represent commercial artists and photographers in the East Coast area. Offices are at 863 First Ave. The agency has also affiliated with Magee Studios, Chicago, for servicing accounts in midwestern states. Prior to setting up their own company the two principals were with Frank H. Koste Associates, New York.

Sheaffer Names PR Head

R. O. Priebe has been appointed director of public relations of W. A. Sheaffer Pen Co., Fort Madison, Ia. He joined the company last year as assistant director of pr, and succeeds Greg Rouleau, who was recently promoted to retail advertising and merchandising manager.

Pencil Sales Increase

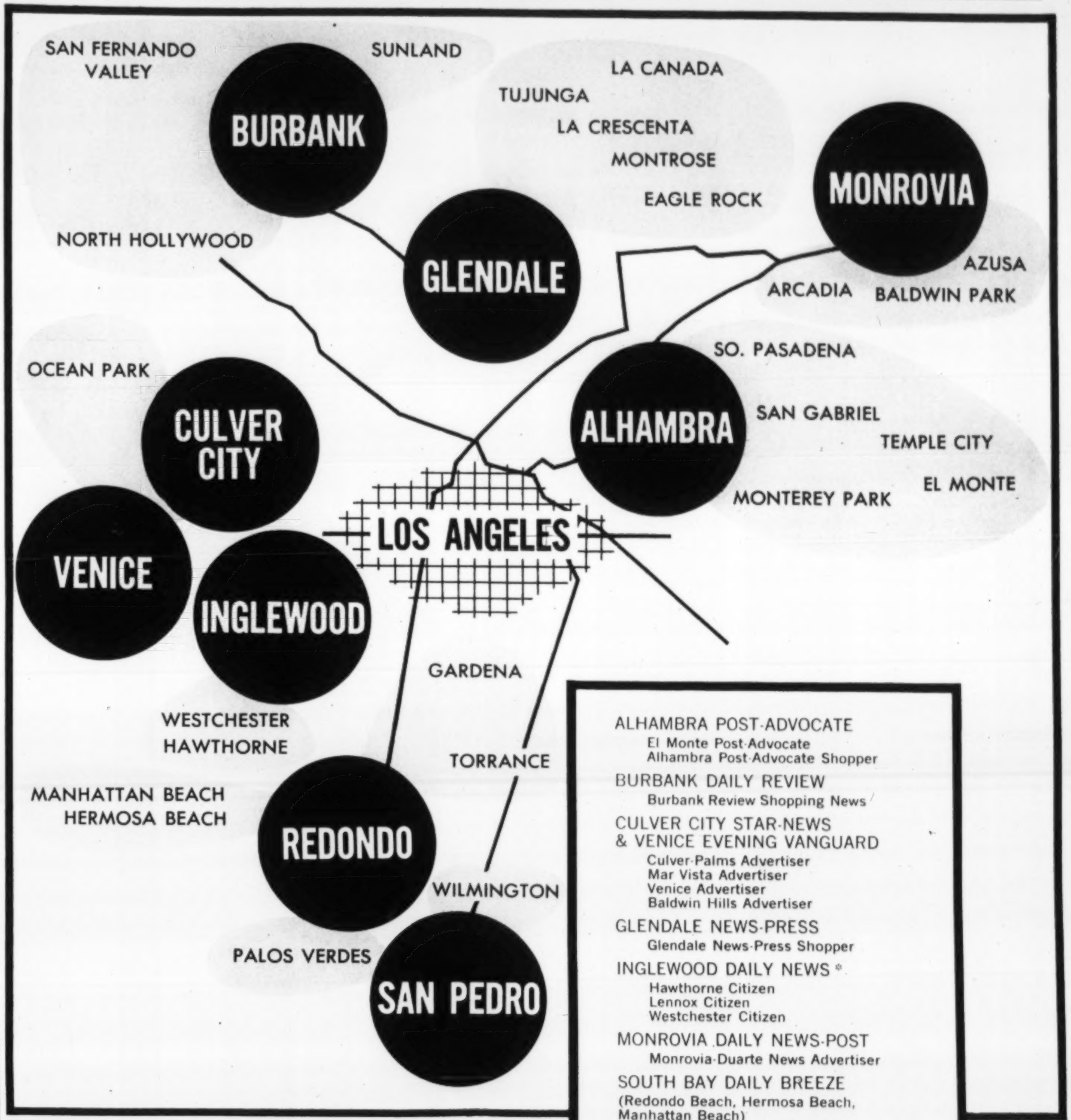
Retailers who actively supported the 1959 Pencil Week had an average increase of 14.36% in pencil sales, according to a survey by the Lead Pencil Manufacturers Assn. Individual increases ranged from 2% to [illegible]. A similar poll last year [illegible] the average increase to be

Neil Quinn Rejoins Geyer

Neil Quinn, formerly associate copy group supervisor on the Mercury account at Kenyon & Eckhardt, has joined Geyer, Morey, Madden & Ballard, New York, as a vp in the creative department. Mr. Quinn worked on the American Motors account at Geyer Advertising before moving to K&E.

Admiral Returns to Color TV

Admiral Corp., Chicago, will resume manufacturing color television receivers this fall. A pioneer in color receivers, Admiral withdrew to await improvements in production and in color programming. Admiral said its color line of sets will be offered with a one-year warranty on all parts.



ALHAMBRA POST-ADVOCATE
  El Monte Post-Advocate
  Alhambra Post-Advocate Shopper
BURBANK DAILY REVIEW
  Burbank Review Shopping News
CULVER CITY STAR-NEWS
& VENICE EVENING VANGUARD
  Culver-Palms Advertiser
  Mar Vista Advertiser
  Venice Advertiser
  Baldwin Hills Advertiser
GLENDALE NEWS-PRESS
  Glendale News-Press Shopper
INGLEWOOD DAILY NEWS *
  Hawthorne Citizen
  Lennox Citizen
  Westchester Citizen
MONROVIA DAILY NEWS-POST
  Monrovia-Duarte News Advertiser
SOUTH BAY DAILY BREEZE
(Redondo Beach, Hermosa Beach, Manhattan Beach)
  South Bay Breeze Advertiser
  South Bay Breeze Peninsula Advertiser
SAN PEDRO NEWS-PILOT
  San Pedro News-Pilot Advertiser

* Included in the Group Buy, but not members of the Copley organization

THE COPLEY NEWSPAPER GROUP
puts you on the map in
GREATER LOS ANGELES!

Only "hometown" newspapers can effectively complete your coverage of the sprawling Los Angeles market. That's why you need the Copley Los Angeles Newspaper Group: 8 strategically located dailies, plus their 15 supplementary weeklies, with a total circulation of more than 432,005.*

One order — at one discounted rate — buys the entire combination. You save 31% as compared with total individual rates, and you get productive coverage of 31 key communities. All this, plus maximum flexibility and strong merchandising support at the local level.

Remember, the Copley Los Angeles Group is yours with one order, one billing, one combination rate: $1.38 a line.

For the detailed story of this group buy, ask any office of the WEST-HOLLIDAY CO., INC.

Circulation total includes 104,633 A.B.C. Daily Paid; balance Guaranteed Controlled Circulati-

"The Ring of Truth"
COPLEY NEWSPAPERS
THE GREATER LOS ANGELES GROUP

"and now a word from the new editor"

Editors are usually asked to say a few words. Here are some important ones recently addressed to a group of Curtis executives by John Mack Carter, the new editor of American Home.

"We think of American Home as entering an exciting new phase of a great career started 26 years ago. Why will more and more young home-owning families like my own now turn to American Home?

"... because every story will begin with the question—what do our readers (women *and* men) want and need to know? And for the answers we have a self-starting team of young editors we'll be proud to match with any in the home-service field.

"... because we will combine the inspiration of the picture story with a new depth of information.

"... because American Home will not be a formula magazine. We want more than slick photographs of sleek room settings. We want to rub off a little of the gloss so that our heart shows through. We want more than the reader's admiration—we want his love!

"... because we have purpose: to tell you how to have a better home for less money and less work—and how to have it NOW. What annuals to plant *now* for a border, what to cook for dinner *tonight*, how to remodel the home you *now* have, what to look for in a house you're ready to buy *now*, what wall covering we recommend for your bathroom decorating *now*. And with it all we promise the fun of old-time religion and a friendly hand-clasp at the door."

a Curtis magazine

read by 3,600,000 families

AMERICAN
HOME

HEADACHES?

Forget them
when you

USE THE SERVICES OF
CENTURY
ELECTROTYPE COMPANY, INC.
Electrotypes • Plastic Plates • R.O.P. Mats
160 East Illinois Street, Chicago 11 • DElaware 7-1541

Capital Spending Up 37%

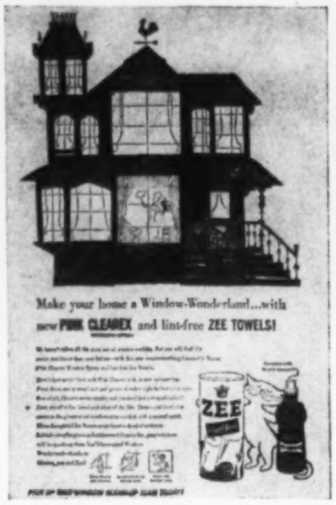
Figures for the first quarter of 1959 show the nation's leading manufacturers approved $2.6 billion in new funds for expansion and modernization, a 37% increase over 1958's $1.9 billion, a *Newsweek* survey just published shows. Except for chemicals, every industry covered by the survey registered gains.

Gibson Launches Campaign

Gibson Refrigerator Co., Greenville, Mich., has launched "Operation Air Sweep," a spot radio campaign designed to saturate all major markets in the country. The two-month campaign will use music, news and sports format stations. Brady Co., Appleton, Wis., will handle station time purchases.

'Die Welt' Appoints U. S. Rep

Die Welt, Hamburg, Germany, has appointed International Newspaper Advertising its U. S. advertising representative.



Make your home a Window-Wonderland...with new PINK CLEAREX and lint-free ZEE TOWELS!

CLEAN WINDOWS—*Jointly sponsored ads like this promote using Wilco Co.'s Clearex window spray with Crown Zellerbach's Zee paper towels to polish windows.*

Zee Towels, Clearex Team Up to Polish West Coast Sales

LOS ANGELES, June 9—Crown Zellerbach Corp. and Wilco Co. this week will conclude a three-week joint campaign for Zellerbach's Zee towels and Wilco's Clearex window spray that has used radio and newspapers in 40 major markets on the Pacific Coast and in Arizona and Idaho.

Complete results will not be in for several weeks. Spot checks have shown shelf sales of both products have continued at a normal rate, but on displays, Zee sales have increased from 130% to 170% and Clearex gains have ranged from 300% to 400%.

The promotion has displayed the two products under one theme: "For a Window Wonderland, use the Gleam-Up team . . . Clearex . . . Zee Towels." The products are displayed together, but are sold separately.

■ The promotion was conceived, says David Fenwick of Wilco's agency, Robinson, Jensen, Fenwick & Haynes, as a means of getting display of a relatively slow moving product. It has gained trade support, he says, because the two items are profitable and offer tie-ins of other products for housecleaning.

The newspaper campaign consists of two 1,000-line ads headlined: "Make your home a Window-Wonderland . . . with new Pink Clearex and lint-free Zee Towels." Ad copy suggests using Clearex to clean windows, a Zee towel to dry it and a second towel to polish the window. Radio spots have followed the same approach.

Expenditures for newspapers and radio were considered approximately "even-Steven" with Wilco paying for the newspaper campaign and Crown Zellerbach changing its continuing radio spot schedule over to the promotion for the campaign period.

Cunningham & Walsh, San Francisco, is the Crown Zellerbach agency. #

'SEP' Names Two

The Saturday Evening Post, Philadelphia, has appointed William Baker Taylor, formerly with *Farm Journal*, to its New York sales staff, and John G. Pontius, previously with Dicks-Armstrong-Pontius, building products manager, succeeding Channing Way, who resigned.

Hermann to Street & Finney

Ray A. Hermann, formerly with Dancer-Fitzgerald-Sample, has joined Street & Finney, New York, as an account executive.

$1,000 cash per month!

With estimated average cash farm income of $12,120 in 1958... highest on record... Successful Farming farm subscribers earned 69% more than the average US farmer. This peak follows a decade of annual earnings of around $10,000. Successful Farming farmers have more money to spend, and are spending it for remodeling, new homes, luxuries, better living. Successful Farming gives *balance* to national schedules, *influence* based on 57 years of service, and the best *class market* in the US! For better business, go where business is better! Full facts, any SF office.

Successful Farming . . . Des Moines, New York, Chicago, Atlanta, St. Louis, Cleveland, Detroit, Philadelphia, San Francisco, Los Angeles, Minneapolis.

Amazing!
Wonderful!
the
AMAZING!
MIRACULOUS!
SUPER-EASY
REVOLUTIONA
WONDERFUL
STUFF!

What makes a newspaper great?

THE GHOST of the old-time pitchman has long faded from the advertising columns of the modern newspaper, but some of his descendants are still seeking to sell their wares in print.

Alert advertising people are making it increasingly tougher for slicker to beguile sucker in the public press. Responsible advertisers, agencies and publishers are working together to maintain the integrity of advertising. But the big job of day-to-day policing of display and classified pages is ultimately a newspaper responsibility and a newspaper advertising man's job.

Each year the Minneapolis Star and Tribune turn down more than three-quarters of a million dollars' worth of advertising that fails to meet these newspapers' standards of truthfulness and good taste.

Galahad complex? No. Just good sense and good business for newspapers, advertisers and readers alike.

Good newspapers are known for their reliable and authoritative coverage of the news. Advertising, too, must be trustworthy so that readers can rely with confidence on the information they find in both the news and the advertising columns.

Minneapolis Star and Tribune staff men work with a broad knowledge of advertising standards formulated by medical societies, Better Business Bureaus, federal agencies and other organizations charged with protecting the health and interest of the public.

These newspapers regard high standards of taste and truthfulness in advertising as so important that their staffs are provided with a 35-page guide book of advertising acceptability standards which are constantly being amended and clarified.

Knowledgeable staffers focus an analytical eye on every line of advertising submitted, and strive every day to keep honest advertisers in the company of their peers so that advertising in these newspapers can share the respect and leadership the Minneapolis Star and Tribune have earned throughout the 3⅓ state Upper Midwest.

Copr., 1959, The Minneapolis Star and Tribune Co.

Minneapolis Star *and* Tribune
EVENING MORNING and SUNDAY
635,000 SUNDAY · 500,000 DAILY
JOHN COWLES, *President*

Information for Advertisers

"How to Add Excitement to Your Direct Mail Promotions" is the name of a new monthly bulletin issued by **Excitement Inc.**, 37 W. 20th St., New York 11. The first number, dated June, 1959, includes 23 copy and promotion suggestions in conjunction with 17 gimmicks for dramatic effect. The July issue is scheduled to feature "How to Test Your Customers' Love," invisible ink printing, magic action games, etc., as letter gadgets. Copies are available free, when requested on business stationery, from Excitement Inc.

- The July issue of **Mart** will offer an up-to-date listing of distributors serving the appliance trade. More than 4,000 distributors are listed alphabetically by states, including address, phone number and brands carried. Copies are available by writing to **Mart,** 470 Fourth Ave., New York 16.

- "Rx for Color Blind Light Sources" is the title of a new brochure being offered by the **MacBeth Daylighting Corp.,** P.O. Box 950, Newburgh, N. Y. Using a cartoon technique, it discusses the problems facing industry in its efforts to provide proper illumination for color matching, color grading, color shading, etc. The brochure also includes photos of typical installations already in use and an accompanying engineering survey form offers the technical assistance of a Macbeth engineering salesman. The literature is free on request to Macbeth Daylighting Corp.

- **Science & Mechanics** has issued a brochure "How to Use Split-Run Advertising." It describes the magazine's split-run advertising techniques. Copies are available from Howard Bernard Shaw, advertising manager, *Science & Mechanics*, 450 E. Ohio St., Chicago 11.

- A free 270-page bulletin issued by the **University of California** contains statistical information about California fruit production, processing and marketing. Presented in a series of tables, the information includes figures on acreage, yields, grower returns, utilization, exports, consumption and cannery tonnages for a period of more than 35 years (1919 to 1955). A free copy of "California Fruit Statistics & Related Data," Bulletin 763, may be obtained from the University of California, agricultural publications, 22 Giannini Hall, Berkeley 4.

- Important changes in the characteristics of urban families have taken place during the past decade, according to a booklet published by **Johnson Publishing Co.** The 38-page booklet, "The Urban Negro Market Potential," points out the vast shift in purchasing power, as well as consumer habits of the nation's 50 large city markets. Using diagrams and population statistics, the study rates the Negro market potential in central-city shopping areas in ten typical markets. The ten, with the Negro population increase, are New York-N. E. New Jersey, 83%; Chicago, 160%; Philadelphia, 90%; Washington, 107%; Detroit, 146%; Los Angeles, 347%; Baltimore 62%; St. Louis, 58%; Cleveland, 137%, and San Francisco, 831%. These population shifts have all taken place since 1940. Copies of the booklet are available from Johnson Publishing Co. offices in New York, Chicago, Los Angeles or Washington.

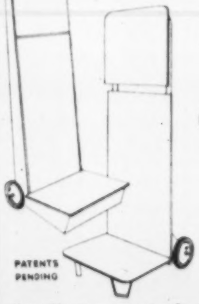
- A survey of a cross-section of teen age girls reveals that 82.9% use hand lotions and creams; 70.3% use liquid shampoos; 54.8% wash their hair more than once a week and 99.4% prefer toothpaste to toothpowder, according to a report published by **Seventeen.** Titled "Beauty Habits & Product Preferences of Young Women Under 20, No. II, Part I," this report is the second annual study in a continuing survey conducted by *Seventeen* to determine which toiletries and cosmetics are regularly used by teen age girls, which product varieties they prefer and place of purchase. Copies of the report are available on request from Aaron Cohen, research director, *Seventeen*, 488 Madison Ave., New York 22. Part II, dealing with makeup and fragrance, will be available early this summer.

- How do you get through to someone who is interested all at once in sports, careers, space travel, double malteds, college, rock 'n' roll, girls—or boys—in other words, a teen ager. To answer this question, **Scholastic Magazines** has prepared a special guide, "How to Advertise to Teen Agers." It is designed to suggest to advertisers and their agencies the "do's" and "don'ts" of talking to teens, how best to appeal to the growing youth market. Copies of the guide are available free upon request from the promotion department, Scholastic Magazines, 33 W. 42nd St., New York 36.

- **Redbook** has just released a new 30-page industry and market report, "Permanent & Temporary Hair Coloring Preparations." The report, in three sections, covers the history and growth of the industry. It summarizes data on hair coloring usage, consumer brand preferences, buying habits and a five-year picture of magazine advertising expenditures by individual brands. Copies of the report are available by request, on company letterhead, to Donald E. West, director of marketing research, *Redbook*, 230 Park Ave., New York 17.

- Sales building ideas making use of CandyGram, new candy-with-telegram service launched via Western Union, is the subject of an information guide issued by **CandyGram Inc.,** 611 N. Sacramento Blvd., Chicago 12. The guide spells out how this CandyGram can sweeten up prospects, sales and customers and how it fits into employe relations, public relations and sales promotion efforts.

- A 24-page illustrated study and report on Santa Monica has been published by the **Santa Monica**



AT THE POINT-OF-PURCHASE
INCREASE YOUR SALES NOW
WITH A MOBILE FLOORSTAND

OFF-THE-SHELF PROMOTION
IMPULSE SALES
SELF-SERVICE MERCHANDISING
TIE-IN SALES
PREMIUM AND PACKAGE DEALS TO RETAILER

Excellent supermarket acceptance

No static displays to build, rebuild or remove.
Easier to move into the high-traffic locations.

For cartons, cut-cases, packages, stacker-boxes, etc. Also equipped for basket-shelf and pegboard fittings.

(WRITE OR PHONE FOR BROCHURE)

J-A-K DISPLAYS, INC.

2862 Gravois Ave. St. Louis 18, Mo.

Corinthian's changing

In Sacramento...

KXTV
(Formerly KBET-TV)

. . . is now a Corinthian Station . . . and new aggressive local management is already busy . . . strengthening the program structure . . . tripling newscasts . . . stepping up promotion . . . improving facilities.

KXTV can now tap the pooled resources, talent and experience of the four other Corinthian Stations and the Corinthian staff.

There is now a Corinthian Station in the capitol of California serving the Central Valley . . . the fastest growing area in the fastest growing state . . . another Corinthian Station on the move in a market on the move . . . represented by H-R television.

CORINTHIAN STATIONS *Responsibility in Broadcasting*

Evening Outlook. The report covers retail sales by categories and the influence of "outside" buying in the city and retail trading zone. Labeled "Santa Monica, Cal.—Its importance in the West's Largest Market," the report is available on request to the newspaper. #

White Joins Stewart, Dougall

John F. White Jr., formerly a staff consultant and specialist in organization development with McCann-Erickson, has joined Stewart, Dougall & Associates, New York, marketing management consultant, as an associate specializing in agency, motion picture and broadcast management.

Hoyt Adds Wheatena Account

Charles W. Hoyt Co., New York, has been appointed to handle advertising for Wheatena Corp., Rahway, N. J. Cunningham & Walsh formerly handled the account. Hoyt also has named Tom Wood, formerly with Batten, Barton, Durstine & Osborn, to its copy staff.

FTC Order Hits Agency, Clients, on Hair Aid Claims

WASHINGTON, June 9—An Oklahoma City advertising agency and two of its clients were ordered by the Federal Trade Commission today to stop using ads which imply that their hair and scalp preparations can be effective against most cases of baldness.

Going beyond the recommendation of its hearing examiner, the commission's final order says future ads must not only reveal that the preparations are ineffective against "male pattern baldness," but must also reveal that male pattern baldness accounts for most hair loss problems.

■ The order was directed against American Advertising Bureau Inc. and its clients, Keele Hair & Scalp Specialists Inc., Oklahoma City, and Rogers Hair Experts Inc., Wichita. The commission said the agency was blanketed into the order because it prepared the ads. Also cited in the order were John Shiflet, Mrs. Lorraine Shiflet and David A. Miller, agency officials.

■ FTC said an order drafted by Hearing Examiner William L. Pack, requiring the companies to concede that their products are ineffective against male pattern baldness, might be adequate so far as scalp experts are concerned, but would not be sufficient to avoid deception of the public. Noting that there is evidence that male pattern baldness accounts for 90% or more of all baldness cases, the commission argued that only if the prospective purchaser is informed of the frequency of male pattern baldness is the likelihood of deception eliminated. #

Hubbell Joins 'Esquire'

Carrie Hubbell, formerly with *Harper's Bazaar*, has joined *Esquire*, New York, as head of women's gift advertising department.

Didn't Spill a Drop . . .

BOSTON, June 9—Parsons, Friedmann & Central celebrated its 10th anniversary with a reverse twist to the usual open house procedure with cocktails and hors d'oeuvres.

Instead of inviting friends over, the agency engaged a messenger service to deliver small packages to 500 clients, suppliers and friends.

Each package contained caviar and crackers, imported delicacies and an extra dry martini, complete with olive. #

Harold Pearson Shop Opens

Harold Pearson, who has been operating a graphic arts service for New Jersey businesses, has formed a new agency, Harold Pearson Associates, at 244 Grandview Ave., Fords, N. J. A partner in the new operation will be Ed Carchia, formerly copy chief of National Export Advertising Service, New York.

Pharmony Bows to Clear Ad Hurdle for Ethical Drugs

NEW YORK, June 9—"Pharmony," a new advertising medium for over-the-counter ethical drugs, began a three-month test operation here last week.

Soft music interlarded with "discreet" commercials will be piped into 20 drugstores in the New York metropolitan area during June, July and August.

The in-store broadcasting system is being provided by Musicast Inc. Johnson & Lanman, an agency specializing in ethical drug advertising, is handling the product promotion.

■ "Pharmony" represents a new approach to a recognized industry problem: How can over-the-counter ethicals be promoted?

Over-the-counter ethical drugs are products available without a doctor's prescription but traditionally they have been promoted only to doctors and druggists. Once drugs are advertised in consumer media, they supposedly lose their ethical standing—and presumably the support of physicians.

■ Five companies will be using "Pharmony" in this three-month test. The advertisers and the products they will be promoting are:

Lederle Laboratories—Rhulispray, a treatment for poison ivy.

Ciba Pharmaceutical Products—Nupercainal, an ointment for hemorrhoids.

Chas. Pfizer—Visine, an eye lotion.

Upjohn—Unicap, multi-purpose vitamin.

Schering—Coricidin, allergy and cold preparation.

Store audits will be maintained to check on the efficacy of the promotion. If the results are favorable, "Pharmony" will be extended to other areas. #

Seamprufe Sets 4-Page Ad

Seamprufe Inc., New York lingerie maker, has scheduled a four-page ad section in the December issue of *Coronet* to test general consumer reaction to fashion advertising. The company will feature eight fashion items and will check sales results at the retail level. Lester Harrison Inc. is the agency.

the television picture

In Houston...

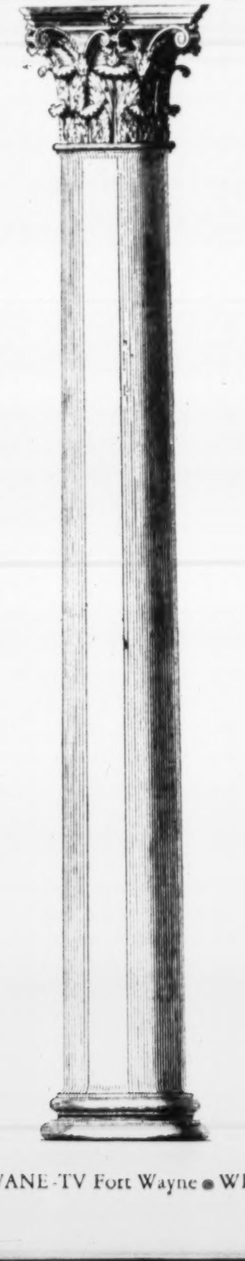
KHOU-TV
(Formerly KGUL-TV)

. . . it's a new name to go with a new look . . . newscasts tripled and a Washington News Bureau . . . exciting news personality Larry Rasco . . . Houston's first noon news and only woman's show . . . intensified, talk-creating promotion.

And construction is now underway on a striking new studio plant . . . designed to be a showcase for television in the burgeoning Houston market.

Another Corinthian Station on the move in a market on the move . . . represented by CBS-TV spot sales.

KOTV Tulsa • KHOU-TV Houston • KXTV Sacramento • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis



* if

if you use glossy photos for advertising, promotion or publicity . . .

if you appreciate the advantages of using highest quality photos . . .

and still like a good deal on price

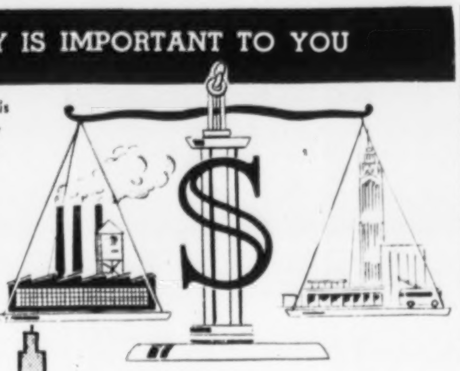
if you need prints *right now* when you need them . . .

you, sir, are a *natural* to do business with QPC*

write for samples and price list! (or phone, it's quicker)

* QUANTITY PHOTO CO.
119 W. Hubbard St., Chicago 10, Ill.
SUperior 7-8288

COLUMBUS' BALANCED ECONOMY IS IMPORTANT TO YOU



Columbus' industrial output tops 1.3 billion annually and is the product of hundreds of plants. Yet, less than 30% of her people are engaged in industry . . . the balance are in education, government, transportation and other "services". This means a solid, sound, buying economy . . . a healthy, potent ready market for you. You reach it all in The Columbus Dispatch that's read in four out of five homes daily, nine out of ten Sunday.

Attractive Optional Combination Rate With Morning Ohio State Journal Available

Representative: O'Mara & Ormsbee, Inc., New York, Chicago, Detroit, San Francisco, Los Angeles
McAskill, Herman & Daley, Inc., Miami Beach

Columbus has the buying power . . .

The Dispatch has the selling power.

The Columbus Dispatch

'Progressive Farmer' Hikes Rate

Progressive Farmer, Birmingham, Ala., has issued a new rate card effective with the January, 1960 issue for the first time in two years. Based on a circulation guarantee of 1,400,000 as compared to the 1958 circulation of 1,375,000, the new rate for a 680-line b&w page is $6,400. This is approximately a 7% rate increase above the 1958 rate of $5,975. The new rate for 680-line three and four-color is $8,300; the old rate was $7,650.

Wade Offers Ad Budget Book

Wade Advertising, Chicago, has published a 32-page booklet, "The Vital Role of the Advertising Budget in Sales & Profits." Subjects covered in the book include (1) what charges belong in the advertising budget, (2) essential steps in building an effective marketing program and advertising as a profit maker. The book may be obtained, free of charge, from Wade Advertising, 20 N. Wacker Dr., Chicago.

'. . . And Now, a Word from Our Sponsor'

NEW YORK, June 9—The head of Firestone Tire & Rubber Co., who can easily qualify for the title of the world's most frustrated tv sponsor, last week appeared in person to explain why the "Voice of Firestone" was leaving the air.

Raymond C. Firestone, president of the company, was seen about half way in the nostalgic half hour, which was comprised of the songs most frequently requested on the show throughout its 31-year run on radio and tv. In a calm, dispassionate manner, he told the viewers what most of them probably already knew, that the networks did not offer a "satisfactory" time for the show in the fall.

■ The displaced sponsor thanked the audience, the critics and front and back stage personnel on the show, and had this to say:

"The American Broadcasting Co. advised us that our present time period would not be available for the 'Voice of Firestone' next fall and they have only offered a late evening half-hour for our program, and the other networks did not offer a satisfactory time.

"It is, therefore, with deep regret that we must discontinue the 'Voice of Firestone' after tonight's program."

■ While expressing regret at having to discontinue its renowned music series, Firestone has not entirely given up the idea of getting its program onto tv screens in some form.

The company has commissioned a survey of stations to see if it might possibly set up its own network. If it finds it can line up 90 stations in some desirable time spot—such as 9-9:30 p.m. Mondays, from coast to coast—it may buy this time and provide the stations with tv tape recordings of its program. #

Westinghouse Electric Sets Rental Plan for Appliances

Westinghouse Electric Corp., Pittsburgh, is testing a plan to rent new appliances which can be replaced with newer models at frequent intervals, to apartment house owners and operators. The proposal, which offers two-, three- and five-year lease arrangements, is being made to multiple dwelling owners and operators in New York, Washington, Chicago, San Francisco and Los Angeles.

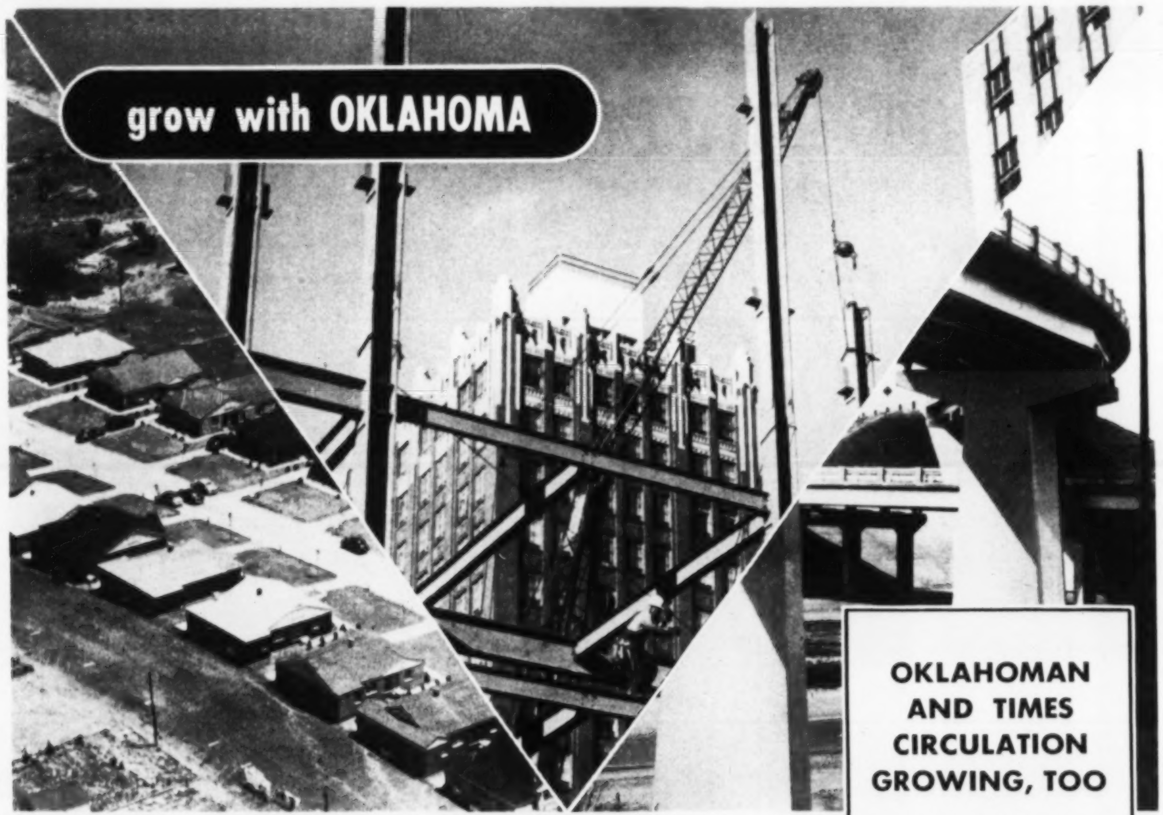
Rental charges are graduated depending on the number and kind of appliances and the length of the contract. Service labor charges are included in the lease for the entire contract, and standard warranties for parts will apply to those leased under the plan. Financial arrangements for the program will be handled by the Westinghouse Credit Corp., a subsidiary of Westinghouse.

O'Connell Adds 3 Stations

Richard O'Connell Inc., New York, has been named to represent KGEE, Bakersfield, Cal.; KILE, Galveston, Tex., and WJAC, Johnstone, Pa. KGEE formerly was handled by George P. Hollingbery Co.; KILE had no previous representative, and WJAC formerly was represented by William J. Reilly Inc. in Chicago, Tracy Moore & Associates on the West Coast and O'Connell only in New York.

Fitzgerald Joins Thompson

Fred Fitzgerald, former director of outdoor advertising media of Calkins & Holden (now Fletcher Richards, Calkins & Holden), has joined George E. Thompson & Associates, New York, as director of new business development.



$195,000,000 Construction Record set in growing Oklahoma City

Oklahoma City reached its highest economic plane in 1958 with a record $195,015,976 being expended or committed for industrial expansion and community improvement. Forty-six new manufacturing industries were established and at least 75 firms expanded. This 1958 growth trend is continuing in 1959.

A total of $119,344,151 was spent or committed for significant developments such as large commercial facilities, educational institutions, churches, recreational centers and the like.

It was a big year for home building, too with more than 4,000 dwelling units added, an increase of 85% over the preceding year.

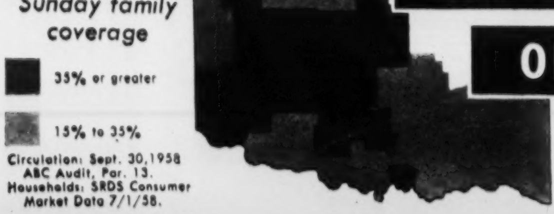
Are your sales sharing in this rapid growth? Plan for sales growth in Oklahoma with a strong advertising schedule in this market's "Total Selling" media—The Daily Oklahoman and Oklahoma City Times.

OKLAHOMAN AND TIMES CIRCULATION GROWING, TOO

Combined daily circulation is up 14,580 and Sunday circulation is up 4,028 over the same period a year ago. Here are the figures:

	1958	1959
Combined Daily Circulation	255,483	270,063
Sunday Circulation	238,755	242,783

Publishers Statement March 31, 1958 and 1959



Circulation: Sept. 30, 1958 ABC Audit, Par. 13.
Households: SRDS Consumer Market Data 7/1/58.

THE DAILY OKLAHOMAN

OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Company
Represented by The Katz Agency

Oo-la la! You can win this magnifique FIRST PRIZE from

Everywoman's
Family Circle

Celebrate New Year's Eve in

Paris

on a dazzling, fun-packed week's vacation for 2

PAN AM

C'EST POUR VOUS!
A Family Circle Contest
exclusively for people
in advertising and sales.

Here's your chance to take off for a week of pleasure in Paris. Via Pan American's luxurious Jet Clipper, Paris is only 7 hours away from Madison Avenue—only a few hours more from Michigan Avenue or Wilshire Boulevard! You and your wife (or husband or friend) will savor a champagne-and-caviar vacation. An American Express limousine and driver will meet you at the airport, and chauffeur you around all week. You'll stay at the deluxe Hotel Prince de Galles. You'll tour Paris . . . eat at fabulous restaurants—Maxim's, Tour d'Argent, and others. You'll go to the Folies Bergere, Moulin Rouge, the opera . . . visit Versailles—all arranged by American Express World Travel Service.

CASH PRIZES TOO! Tournez la page, s'il vous plaît . . . . . . ▶

ATTENTION!

(that's French for "attention")

ALL MEN AND WOMEN WHO WORK IN ADVERTISING AND SALES...

Enter this Family Circle contest now. You have an excellent chance to win.

FIRST PRIZE!

Gala New Year's vacation for 2 in Paris, described on the cover.

In addition to the fabulous first prize, we have other prizes for top-ranking contestants. We wanted to award prizes that would be fun to receive. So we decided to give MONEY!

SECOND PRIZE!

$500

THIRD through TENTH PRIZES!

$100 each

If you win the cash, please don't spend it for anything practical, like paying bills. Spend it to have fun!

REGARDEZ!

These basic facts about Family Circle will help you win. Which do you consider most important?

EDITORIAL

Cherchez les femmes! Over 5,000,000 homemakers buy Family Circle, and the magazine's editorial program is tailored to their needs. Short, quick-reading articles are packed with specific information for the busy young homemaker and mother. Service features are presented with warmth and human interest—through family situations in which the homemaker identifies herself. Family Circle gives its readers a higher percentage of service editorial than any other leading women's service magazine.

Family Circle publishes fiction and special features by today's best-known writers and personalities. Among them: Pearl S. Buck, William Saroyan, Walt Disney, Amy Vanderbilt, Dr. Benjamin Spock, Lawrence Galton, Dr. Margaret Mead, Frances Parkinson Keyes, Dr. Norman Vincent Peale, Paul Gallico, and a host of others.

HOW TO ENTER

Complete the following statement, in 25 words or more.

FAMILY CIRCLE IS A PRIME ADVERTISING MEDIUM BECAUSE...

There's no limit to the number of words you can use.
Write as much as your enthusiasm dictates.
Enter on your company letterhead.
It is not necessary to send in any box tops or labels.
All entries become the property of The Family Circle, Inc.

Mail entries to: Contest Editor
The Family Circle, Inc.
25 West 45th Street
New York 36, N.Y.

CONTEST CLOSES JULY 31

All entries must be postmarked by that date.

THE JUDGES WILL BE

James O'Gara, Senior Editor, Advertising Age.
John Caldwell, Executive Editor, Sales Management.
Roy Miller, Editor, Food Field Reporter.
Arthur Hettich, Promotion Director, Family Circle.

WHO IS ELIGIBLE TO ENTER

- ● All employees in advertising and/or sales departments of manufacturers.
- ● All advertising agency personnel, except employees of Family Circle's agency.

SELECTIVITY

Le bon mot: customers! Family Circle offers not just mass circulation, but mass *customers.* Sold at the checkout counters of 23,000 chain and independent supermarkets, it reaches America's largest single block of known *shoppers.* And through a program of service editorial, it attracts readers who are prime *prospects* for all types of home-and-family products.

AUDIENCE

Family Circle reaches prospects at the big-buying stage of life. Voici a statistical portrait of Family Circle readers:

92.3%	are homemakers
65.0%	are between 18 and 45 years old
60.7%	have children who are under 18
14.0%	have babies under 2 years old
30.2%	have been married less than 10 years
68.6%	are home owners
51.3%	have family incomes between \$5,000 and \$10,000
9.4%	have family incomes over \$10,000

DISTRIBUTION

Family Circle is sold in some 110 grocery chains, including 19 of the 20 largest chains...and in over 10,000 independent supermarkets. Their combined annual volume totals \$21 billion—40% of all U. S. retail grocery sales and 70% of the nation's chain-grocery business. These stores are located in high-volume areas where *all* retail sales flourish.

Now—Family Circle is also distributed in almost 1,700 stores of leading drug and variety chains.

Quel advantage! Family Circle is a point-of-purchase medium—sold right near the spot where your retail sales are made.

continué . . . . . ▶

CIRCULATION

The new Everywoman's Family Circle is making great forward strides in circulation. Average circulation for the last quarter of '58 and the first quarter of '59 hit 5,489,000 —quite a bonus on the 5-million rate base, n'est-ce pas?

100% SINGLE-COPY SALES

Family Circle has no subscriptions, therefore it offers no cut-price inducements or special deals to build circulation. Each issue must sell itself and must prove satisfying to merit repeat sales. Mais oui—this vitality, this genuine reader interest, this completely voluntary circulation is a big plus-factor for advertisers.

RETAIL IMPACT

Through supermarket distribution, Family Circle reaches clusters of customers who live near shopping areas—the very families who create high retail sales volume. Certainement, Family Circle's influence at the retail counter is recognized by top department stores. Macy's, Gimbels, Woodward & Lothrop, Rich's, Carson Pirie Scott, Sears Roebuck, The May Co. and many others tie in with Family Circle in promoting fashions and home equipment.

SUBURBAN SHOPPING CENTERS

Suburbia is today's *growth* market... expanding in all directions as young families settle in new homes to raise beaucoup d'enfants. The grocery chains that sell Family Circle keep pace with the fast-growing suburbs. Store sites are selected with precision ...located in areas where business potential is best. When a supermarket opens in a suburban shopping center, other retailers are quick to follow. One-stop shopping is part of suburban living, and supermarket customers habitually shop at other stores within the center.

Grocery chains go where the most consumer dollars are spent, and Family Circle goes with them. It's the one medium geared to reach today's sprawling suburban market efficiently and effectively.

ADVERTISING

Family Circle's vigorous growth trend is reflected in large increases in advertising pages and revenue. The last quarter of 1958 showed a 33% gain in advertising pages. Family Circle ad pages for the first six months of 1959 are up 15%...ad revenue is up 43%. In the first six months of 1959, 45 new advertisers—representing many different fields—have moved into Family Circle.

Bonne chance et
Bonne Année!

(or, as we say in English, good luck and Happy New Year!)

Printed in U.S.A.

Who'll Do What on Our Account? Coats & Clark's Asks in Agency Quiz

(Continued from Page 2)

that amount.

In recent years K&E has dropped several fashion-related accounts that were modest billers, reportedly on the theory that it was becoming uneconomic for the blue-chip shop to continue servicing them.

In 1954 the company reported "a very sharp decline" in the sale of crochet cotton and other fancy threads, blaming it on tv because a housewife must look as well as listen to that medium, in contrast to the lighter demands made by radio.

■ Two years later C&C launched what it called the "largest zipper campaign in history" to introduce several new items. It included a spot campaign and minute participations in network television.

It was followed, later in 1956, with a major magazine campaign totaling 55 pages, emphasizing needlecraft as "a way to relax," and in 1957 another "largest ever" campaign was reported, this one embracing 64 magazine pages to announce the "return of the lady" and the renaissance of the "gentlewomanly arts—sewing, knitting, crocheting and embroidering," with photography by Cecil Beaton.

The company has since retained Bernice Fitz-Gibbon as a consultant, and recent business paper advertising has centered around the merchandising of home sewing products in the department stores with page ads featuring pictures of, and signed by, Miss Fitz-Gibbon.

■ The complete text of Coats & Clark's new questionnaire follows:

1. What active accounts do you have that are closely allied in market, outlets, or sales appeal to our products?

2. What was the total dollar volume of your agency last year?

3. What is the average billing of all your accounts? Smallest billing? Largest billing?

4. How many fulltime salaried employes (not free lance) are on your agency's payroll?

5. What services are rendered by your agency or agency members? Please name agency individual and function and include an organization chart. Please specify any overlapping of duties or responsibilities.

6. What experience have members of your agency had that is pertinent to the marketing, merchandising, and advertising of soft goods and/or small wares?

7. Who would be responsible on our account for basic policy, plans, and conception of the right appeal in our advertising?

8. Who will be primarily responsible for servicing the account? Why is he well fitted to handle it?

9. Who else would work on the account? What are their positions and qualifications?

10. Who will actually write the copy on our account? Do not name your copy chief if he will only supervise.

11. Who will actually make the layouts on our account? Do not name your art director if he will only supervise.

12. How large a production staff do you have? Who are they? Do they spend full time on production or do they handle any other duties?

13. Many agencies regard "space" advertising as their function. What is your policy with regard to planning, writing, and production of direct mail, sales literature, merchandising portfolios, dealer aids, display material or other collateral material? Marketing? Research?

14. For how many clients do you now do such work? Is this work farmed out or done by your own organization?

15. How do you determine cost of agency services? Please specify in detail.

16. Please submit examples of six different types of copy and art techniques you use, such as testimonial, picture-caption, institutional, etc. State whether each was completely originated and executed within the agency.

17. Please give us any facts as regards sales growth of your clients since you have handled their accounts.

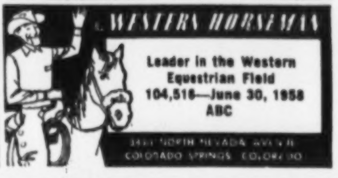
18. Please give a description of the services rendered by your merchandising department. #

Cogill, Pirnie Adds Account

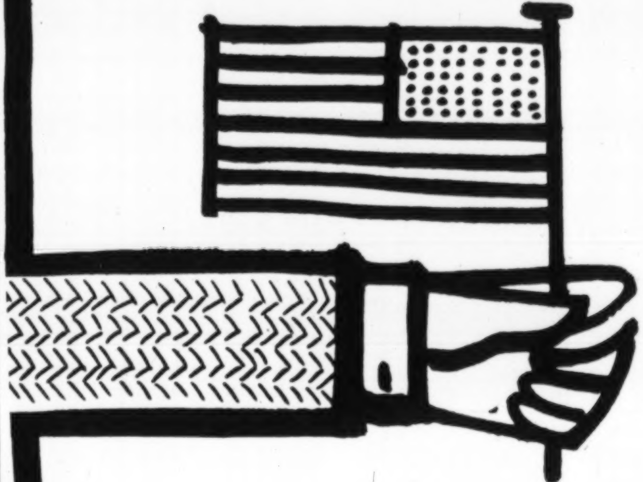
Cogill, Pirnie & Brown, Atlanta agency, has been appointed to handle advertising for *Flower & Garden*, Kansas City, Mo., and its associate trade magazine, *Flower & Garden's Merchandiser*.

Barnes Chase Adds Account

U.S. Chemical Milling Corp., Manhattan Beach, Cal., has appointed the Los Angeles office of Barnes Chase Co. to handle its advertising.



WESTERN HORSEMAN
Leader in the Western Equestrian Field
104,516—June 30, 1958
ABC
COLORADO SPRINGS COLORADO



The English for Madison Avenue

We have always so much admired American ideas about the scope of advertising agency service that we started giving it to our clients back in the 1920's.

We think that's why we – The London Press Exchange and its seven subsidiary specialist companies – are today one of the two largest advertising concerns outside the United States.

And we know that's why we have the privilege of working for such big American concerns as Wrigley's, Miles Laboratories Ltd. and Remington Rand (Shaver Division), among others.

If you think it is important that your advertising in Britain should be in the hands of people who can combine the American way of thinking with the British way of life, come and see us or send your London representative.

If you can't do either, we have some printed information about ourselves that we would be happy to send you.

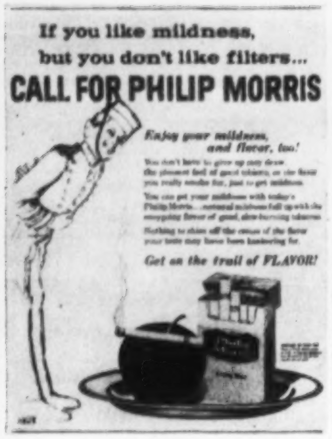
is St. Martin's Lane
... home of the LPE

L P E

THE LONDON PRESS
EXCHANGE LIMITED

(HEADQUARTERS OF THE LPE ORGANIZATION)

110 ST. MARTIN'S LANE
LONDON WC2 · ENGLAND


If you like mildness, but you don't like filters...
CALL FOR PHILIP MORRIS
Enjoy your mildness, and flavor, too!
Get on the trail of FLAVOR!

BACK AGAIN—*A wraith-like sketch of Johnny heralds the return of the famed Philip Morris bellboy to print ads after an absence of several years. The two-color large space ads are running in ten markets.*

Philip Morris' Johnny Is Back in Print Ads, Too

NEW YORK, June 9—Johnny is stepping back into all those store windows all over America.

Following the return of his voice in radio and tv ads (AA, Dec. 28, '58), Johnny, the Philip Morris bellboy, is returning to print and point of purchase material after an absence of several years.

A pencil-sketch likeness of Johnny also made its bow in newspapers during the last week in May. The three-quarter page two-color ads will run in 10 markets for about 10 weeks.

Johnny's voice is heard on tv spots in four additional markets, plus radio in New York, Chicago and Los Angeles. The familiar voice also will be heard on tv commercials on "Reckoning" (CBS-TV), during the summer.

In early June, life-size cutouts of Johnny were placed in windows and on counters of tobacco outlets throughout the country.

Leo Burnett Co., Chicago, is the agency. #

Reach, McClinton Forms Nationwide Research Network

Reach, McClinton & Co., New York, has announced the establishment of a nationwide research network to "enable us to conduct research projects in the speediest and most economical manner possible." Paul Keller, the agency's research director, said six permanent branch offices will be maintained to carry out studies.

The project director, in New York, will be Barbara Marsak. Local coordinators will be Lois Corey, Chicago; Gerald Gray, Boston; William Banning, Los Angeles; Jim Drake, Houston; Sophie Marblestone, Minneapolis, and William Gober, Jacksonville.

$14.95 buys
Airequipt
ULTRAMATIC SHOW-HOW FOR YOUR SALESMEN

AIREQUIPT ULTRAMATIC
dramatizes your sales approach, your service features with color slides. Slides change automatically with the flick of a finger! Slides are protected in sequence in compact magazines ready for instant use. Available at camera stores everywhere.

Ultramatic Viewer $14.95
Additional Magazines 75¢ each
Carry Case for Viewer and up to 8 magazines $5.95

Airequipt Mfg. Co., Inc.,
20 Jones Street, New Rochelle, N. Y.

Please send descriptive literature on the Airequipt ULTRAMATIC SLIDE VIEWER.

Name__________
Company__________
Address__________
City_____ Zone____ State_____

A Marketing Team at Yale & Towne talks to Chilton

"Trade publications represent the primary medium

YALE
INDUSTRIAL LIFT TRUCKS
TRACTOR SHOVELS · HOISTS
YALE & TOWNE

The Materials Handling Division of the Yale & Towne Manufacturing Company is one of the world's largest producers of industrial lift trucks, tractor shovels, and hoisting equipment. Due in part to the complexity and scope of the markets it serves, trade advertising has long played a key role in the sales and merchandising plans of this successful organization. We recently questioned four members of the division's marketing team to learn firsthand their views concerning the increasing value and use of trade publications. These were John A. Baldinger, Vice President, Yale Materials Handling Division; Clyde R. Dean, General Sales Manager; Frank P. Minnelli, Marketing Manager; and Newcombe C. Baker, Manager of Advertising, Publicity and Sales Promotion. Here are the highlights of their remarks . . .

Mr. Baldinger says, "Concurrent with the expansion of industry through the years has been the rise and prominence of the industrial and trade press. This has been more than pure coincidence. As a vital selling force and sales medium, the trade press has been highly sensitive to the development of industrial products and consumer demands. It has been responsible for gaging the standard of competition through objective reporting and interpretation of industry. By thus challenging industry to reach the acme of integrity, the trade press has become industry's conscience."

Mr. Dean says, "Every one of our ads in industrial and trade publications is a concise and graphic sales presentation . . . not merely to the consumer, but also to our salesmen in the field. With time at a premium, one of the most expeditious ways to learn new facts and find new incentives is via the pages of these publications. Ads show creative selling techniques which enable the salesman to sharpen his approach and his craft. The salesman knows that advertising, when seen by customers, incites interest and lays the groundwork necessary for a successful sales call."

Marschalk & Pratt Adds Two

Marschalk & Pratt, New York, a division of McCann-Erickson, has been named to handle advertising for Bernz Co., Rochester, N. Y., maker of outdoor cooking and lighting equipment, and Royal Worcester Porcelain Co., New York, maker of English bone china. Bernz, formerly handled by Rumrill Co., will use a magazine drive in early fall. Marschalk will take over the Royal Worcester account from Gibbons-O'Neill July 1. Marschalk & Pratt also has named Arlene Gilbert, formerly with R. H. Macy & Co. and Cayton Inc., to its copy staff.

Ritter, Sanford Adds Two

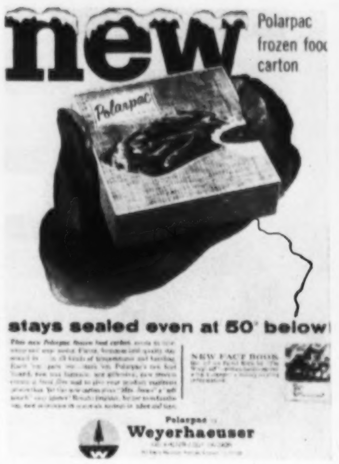
Ritter, Sanford, Price & Chalek, New York, has been appointed to handle advertising for E. Rabinowe & Co., Yonkers, paint and hardware distributor, and Vita-Plus Corp., New York, maker of a new "multi-vitamin enriched carbonated soda."

Weyerhaeuser Unit Sets Business Paper Push for Polarpac

CHICAGO, June 9—A new frozen food carton called a Polarpac—designed, among other things, to eliminate overwrapping and give advertisers more permanent package display space—is being marketed by Weyerhaeuser Timber Co.'s Kieckhefer-Eddy division, Chicago.

The carton is made of a special food board and coated with a special wax to produce a package that is completely sealed, rigid and sustains temperatures as low as 50° below zero without becoming brittle, according to the manufacturer.

■ Since the carton itself is printed, it requires no overwrap, and the messages—directions, product cross references, logo—that the packager puts on the carton remain with it throughout the consumer's use of it, unlike overwrappers which must visually be torn away to open the package. The carton is opened by a perforation line at one end. All six sides of the Polarpac can carry messages.



BRRRRRRRRR!—*A gloved hand holding Weyerhaeuser Timber Co.'s new Polarpac conveys the point that the carton is frozen in this b&w page to appear in the July Quick Frozen Foods.*

Kieckhefer-Eddy is promoting the new package to the frozen food trade with b&w pages in *Frosted Food Field* and *Quick Frozen Foods*.

Waldie & Briggs, Chicago, the division's agency, is handling the campaign. #

Ziv Boosts Four in Sales

Ziv Television Programs, New York, tv film producer and distributor, has promoted four of its account executives to spot sales managers. They are Jim Hensel and Len Taylor, both for the eastern division; Joseph Moscato, north central division, and Michael Eisler, south central division.

by which we reach important buying influences"

Mr. Baker says, "The increasing decentralization of industry means widening of the market area and consequently increased costs in terms of salesman's time and travel. This is one more reason why trade publications represent the primary medium by which we reach important buying influences to make known our product and services prior to the salesman's visit. And our ads get results from these buying influences! They read the industrial and trade press to find new methods and applications for more efficient production, maintenance and distribution through better materials handling."

Mr. Minnelli says, "In determining fundamental buying motives, we, like newspapermen, are concerned with the who, when, where, why, how factors. By evaluating these, we know better how to engineer our products so as to give consumers the economy of operation, the efficiency and safety they desire. Of invaluable aid to our search are industrial and trade publications. Their superb facilities enable them to make surveys which are reliable, complete and decisive."

Trade and industrial publications serve an area unduplicated by any other selling force. They make it possible for you to talk with customers and prospects on common ground—at a time when they are seeking information and are most receptive to your message.

Chilton is one of the most diversified publishers of trade and industrial magazines in the country—a company with the experience, resources and research facilities to make each of 17 publications outstanding. Each covers its field with the dual aim of editorial excellence and quality-controlled circulation. The result is confidence on the part of readers and advertisers alike. And confidence is a measure of selling power.

Chilton COMPANY
Chestnut and 56th Streets
Philadelphia 39, Pennsylvania

Publisher of: Department Store Economist • The Iron Age • Hardware Age • The Spectator • Automotive Industries • Boot and Shoe Recorder • Gas Commercial Car Journal • Butane-Propane News • Electronic Industries • Jewelers' Circular-Keystone • Optical Journal & Review of Optometry • Motor Age Hardware World • Aircraft and Missiles Manufacturing • Distribution Age • Product Design & Development • Business, Technical and Educational Books

The most powerful lawnmowers

are those owned by the 400,000 suburban and small town families who read Flower Grower, The Home Garden Magazine. For these lawnmowers' owners help sell other lawnmowers. The following brands of lawnmowers are advertised at the center of the home garden market:
Ariens, Bantam, Cooper, Moto-Mower, Goodall, Bolens, Jacobsen, Jari, "Snappin" Turtle, Ride-a-Mower, Lawn-Boy, Porter-Cable, Springfield, Sensation, Dixie, Sunbeam.
If you would like a copy of a new survey report on lawns and homeowners, write:

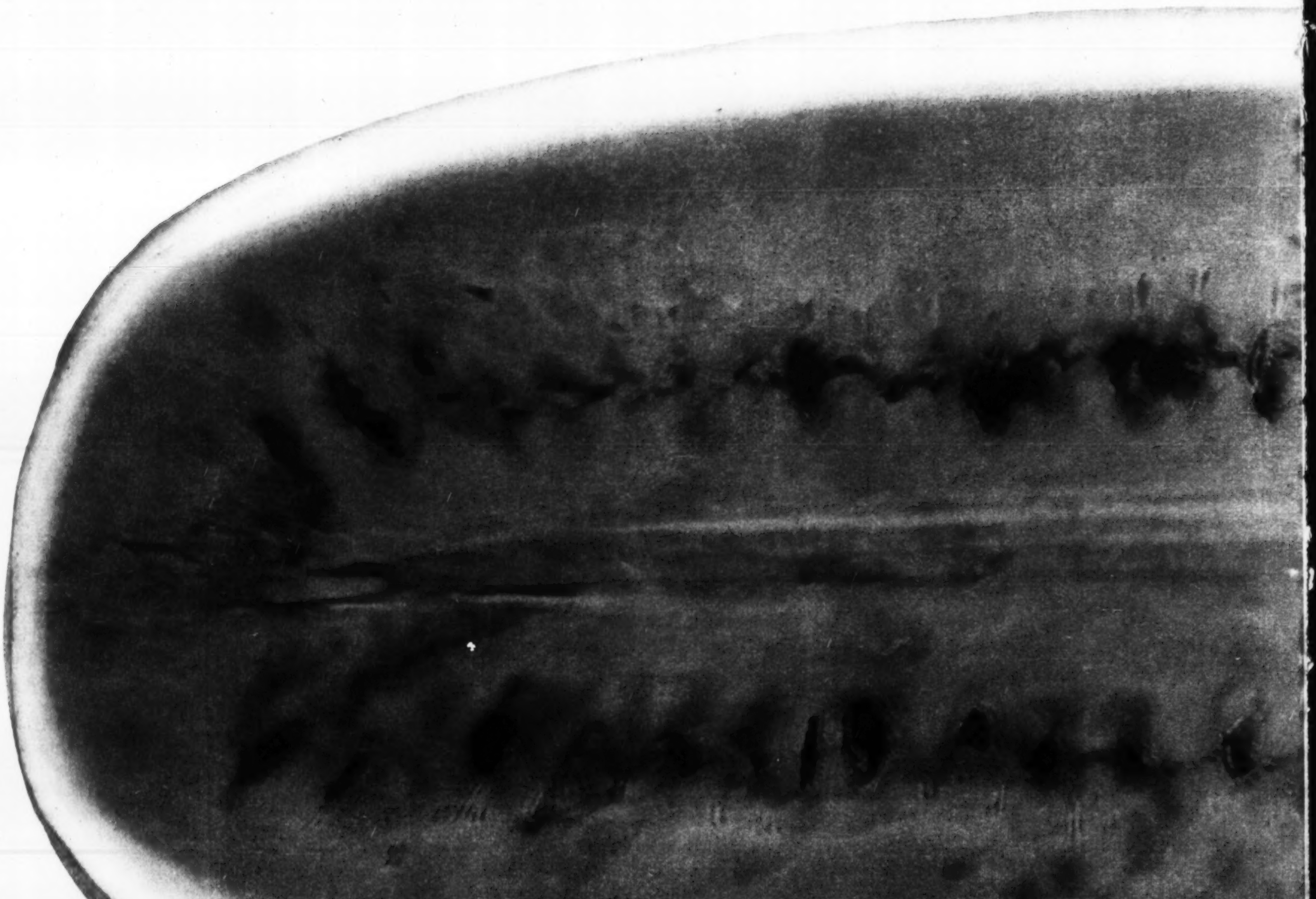
Flower Grower,
The Home Garden
Magazine

2049-L Grand Central Terminal
New York 17, New York

John R. Whiting, *Publisher*
Robert G. Miner, *Advertising Director*

THE BIGGEST HALF

IN SPORTS AFIELD HISTORY !



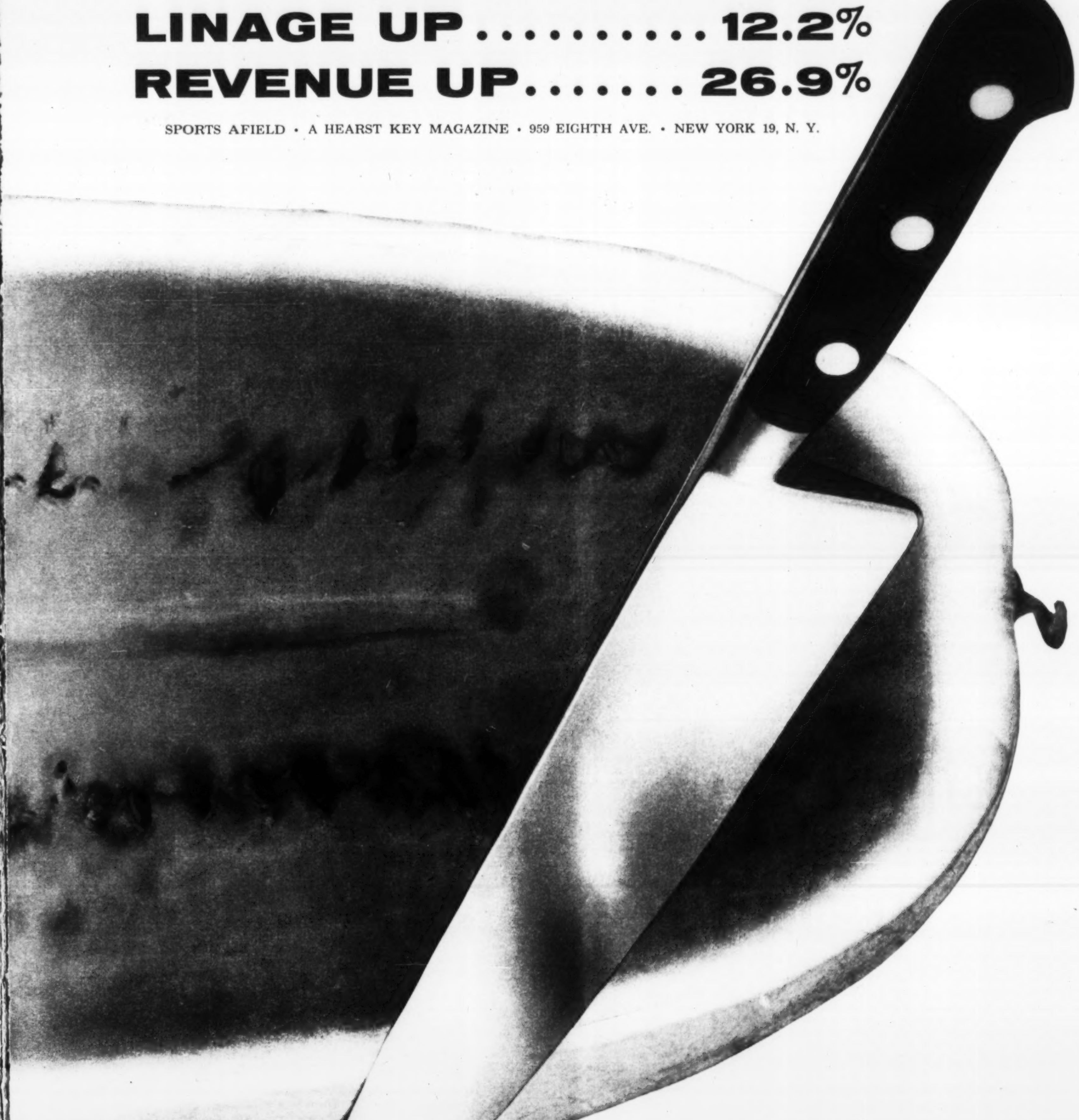
SPORTS AFIELD continues to cut itself a bigger, juicier slice of the melon in the sportsmen's field! Now, according to latest figures, SPORTS AFIELD announces the biggest first half-year revenue in its history. No wonder in a field of three strong magazines, SPORTS AFIELD continues to be winner and still champion ... and the ideal medium to consider for your future advertising plans. It will sow the seeds for a bigger slice for you, too!

FIRST HALF OF 1959 COMPARED TO THE FIRST HALF OF 1958

LINAGE UP 12.2%

REVENUE UP 26.9%

SPORTS AFIELD • A HEARST KEY MAGAZINE • 959 EIGHTH AVE. • NEW YORK 19, N. Y.



Crosby Buys Portland Station KPTV from George Haggarty

A California corporation headed by Bing Crosby has purchased KPTV, Portland, Ore., subject to FCC approval.

New owner will be the NAFI Corp., Oakland, formerly the National Automotive Fibre Industries. Mr. Crosby becomes chairman of the board of directors of Oregon Television, owner of KPTV. Kenyon Brown, president of KCOP, Los Angeles, will head the broadcast division and becomes president of the Oregon Television board of directors. The station was purchased from George Haggarty of Detroit.

'Wall St. Journal' to Build

The *Wall Street Journal* plans to build two new publishing plants, one in Cleveland and the other in Springfield, Mass. Both are scheduled to be in operation early in 1960. The expansion, involving an expenditure of about $6,000,000, will provide improved service to readers and additional capacity needed to handle the newspaper's growing national circulation.

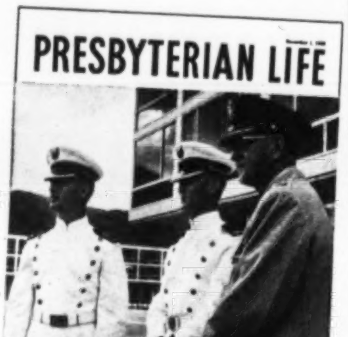
Higher and HIGHER

Both in
CIRCULATION
and in pages of
ADVERTISING

1,109,292 Net Paid
(Publisher's ABC Statement, July-Dec. 1958),
a one-year gain of 11%

1958 lineage UP 18%
over 1957

1959 lineage running
23% over 1958


PRESBYTERIAN LIFE
• Uncle to 129 Families
• A Faith for Scientists—Elton Trueblood
• Stand Fast in Freedom—David H. C. Read

Some of the perceptive advertisers
using Presbyterian Life:

General Foods Corporation
Standard Brands Incorporated
The Nestle Co., Inc.
RCA Victor Div.
Columbia Records Div.
General Development Corp.
Gulf Guaranty Land & Title Co.
KLM Royal Dutch Airlines
Braniff International Airways
State of Tennessee
Roney Plaza Hotel
The Castaways
Elbow Beach Surf Club
City of Miami
The Grolier Society
Field Enterprises
Chrysler Corporation
General Electric Company
Florists' Telegraph Delivery Assn.
Johnson & Johnson
McKesson & Robbins, Inc.
Weco Products Company
Scholl Manufacturing Co., Inc.
Babson's Reports, Inc.
Value Line Investment Survey
Merrill Lynch, Pierce, Fenner & Smith
Universal Pictures Co., Inc.
Paramount Pictures Corp.
Olson Rug Company
Zenith Radio Corp.

PRESBYTERIAN LIFE
Witherspoon Building, 130 S. Juniper St., Philadelphia 7, Penna.
Published on the 1st and 15th of every month.

5% to 8% of Texans Plan New Car Buys, Harte-Hanks Reports

HOUSTON, June 9—In Corpus Christi some 3,640 families will buy new cars within the next year, and some 3,850 will buy used cars, a market research report indicates.

The predictions, described by the Texas Daily Newspaper Assn. as a guide to help dealers, are based upon interviews with more than 1,000 of the 50,600 families in the Corpus Christi ABC zone. They are contained in the recently completed 1958-59 market study of the Texas Harte-Hanks newspapers.

The survey finds that new car sales in Abilene will total about 1,600 and used cars 1,800 within a year; it also includes forecasts for Big Spring, Greenville, Marshall and San Angelo.

- Appliances have varying sales appeal in the six cities, the survey indicates. In Abilene, where 64% of the area's 19,900 families have electric toasters, the survey turned up a potential market for 620 more; but in Big Spring, with about half as many families and the same percentage of ownership, the potential was indicated as only 90 toasters.

Corpus Christi families scored high on their expectations of buying window air-conditioning units—some 2,780 of the humid area's 50,600 families appear to be in the 1959 market, according to the survey, and 19% of the families already own at least one unit. But in dry Big Spring, where only 4% of the 9,100 families are estimated to own air-conditioning units, there appears to be a market for only 70 more this year.

Despite wide ownership of vacuum cleaners, varying from 72% to 40% in the six cities served by Harte-Hanks newspapers, there is a substantial market for more sales, the survey indicates. The one-year market ranges from 2,180 in Corpus Christi to 160 in Greenville.

- Clothes dryers rank high on the priority lists for many families, the market survey indicated. Although ownership ranged from only 6% among Marshall's 8,500 families to a high of 14% of Big Spring's 9,100 families, all six towns show substantial market potentials—from 100 at Marshall and Greenville to 1,020 at Abilene and 2,120 in Corpus Christi.

Two-car families among the six cities range from 14% in Marshall to 25% in Abilene, according to the survey. In the six cities, interest varies considerably between buying a new car and buying a used car. More buyers plan used car purchases than new car purchases in Abilene and Corpus Christi, the survey indicates, but in Big Spring new cars are more popular with potential buyers—860 to 590. The potential market appears to be smallest in Marshall—about 5% of the families expect to buy new cars and 4% used cars. It stands highest in Abilene, where the figures are 8% and 9%, respectively, for a total of 17% of all present owners.

- Copies of the report are available from the Texas Daily Newspaper Assn. office in Houston and from *Abilene Reporter, Big Spring Herald, Corpus Christi Caller* and *Times, Greenville Herald-Banner, Marshall News-Messenger* and *San Angelo Standard-Times.* #

I get more gas per gallon
AMOCO
Contains NO LEAD
Schaefer BEER
"burger and Schaefer all around!"
HUDSON NAPKINS
make every plate a fashion plate
—Amy Vanderbilt

AMOCO AGAIN—*American Oil Co., which placed second in the Starch national outdoor advertising ratings in March and moved up to the No. 1 spot in April, keeps that place in the ratings for the four weeks ended May 6, with a copy performance index of 81%. F. &M. Schaefer Brewing Co., with a striking bird's eye view, likewise held on to second place, with 68%. Hudson Pulp & Paper Corp. took third with 63%. Others in the top 10 are Signal Oil Co., 58%; American Oil (for Permalube), 58%; Quality Bakers of America Cooperative (for Sunbeam bread), 57%; Morton Salt Co., 56%; Theo. Hamm Brewing Co., 54%; Borden Co. (for cottage cheese), 48%, and National Sugar Refining Co. (for Jack Frost sugar), 47%.*

Goody Auditors Report

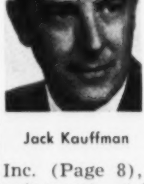
Liabilities for Sam Goody, New York discount record merchant, were $2,458,245 and assets were $2,029,891 when he filed his Chapter XI reorganization petition this past March, according to an audit by the accountant for the creditors' committee. From Jan. 1 to March 10 a loss of $74,066 on sales of $520,416 was reported. Mr. Goody individually has contingent liabilities which may exceed $2,000,000, the auditors report. The next referee's hearing is scheduled for July 1.

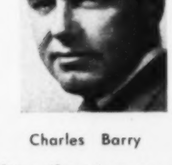
Sausville Appoints Scheer

J. Sausville Sons, East Paterson, N. J., processor of ingredients for the baking industry, has appointed William N. Scheer Advertising, Newark, as its advertising agency. The opening campaign will introduce Soft-Bake, an emulsifier to extend the freshness of baked goods.

AA Misidentifies Y&R's Barry, Ex-Revlon Exec Kauffman

In two separate stories in the June 8 issue of ADVERTISING AGE, one on Jack Kauffman resigning as merchandising vp of Revlon Inc. (Page 8), the other on appointments at Young & Rubicam, including that of Bud Barry as tv-radio vp (Page 123), the pictures of Mr. Kauffman and Mr. Barry were transposed. Shown above are Mr. Kauffman and Mr. Barry, correctly identified.


Jack Kauffman


Charles Barry

100 Million Club Elects

The Hundred Million Club, New York direct mail group, has elected the following officers: Otto F. Meyer, *Wall Street Journal*, president; Henry C. Henderson, McGraw-Hill Publishing Co., J. Dudley Broderick, Doubleday & Co., and Henry Hoke Jr., *Reporter for Direct Mail Advertising*, vps; Mary Clark, Street & Smith Publications, secretary; Phyllis Sawdon, Sawdon Co., treasurer, and Warnie Geiger, Time Inc., assistant treasurer.

'Chicago News' Names S-F-W

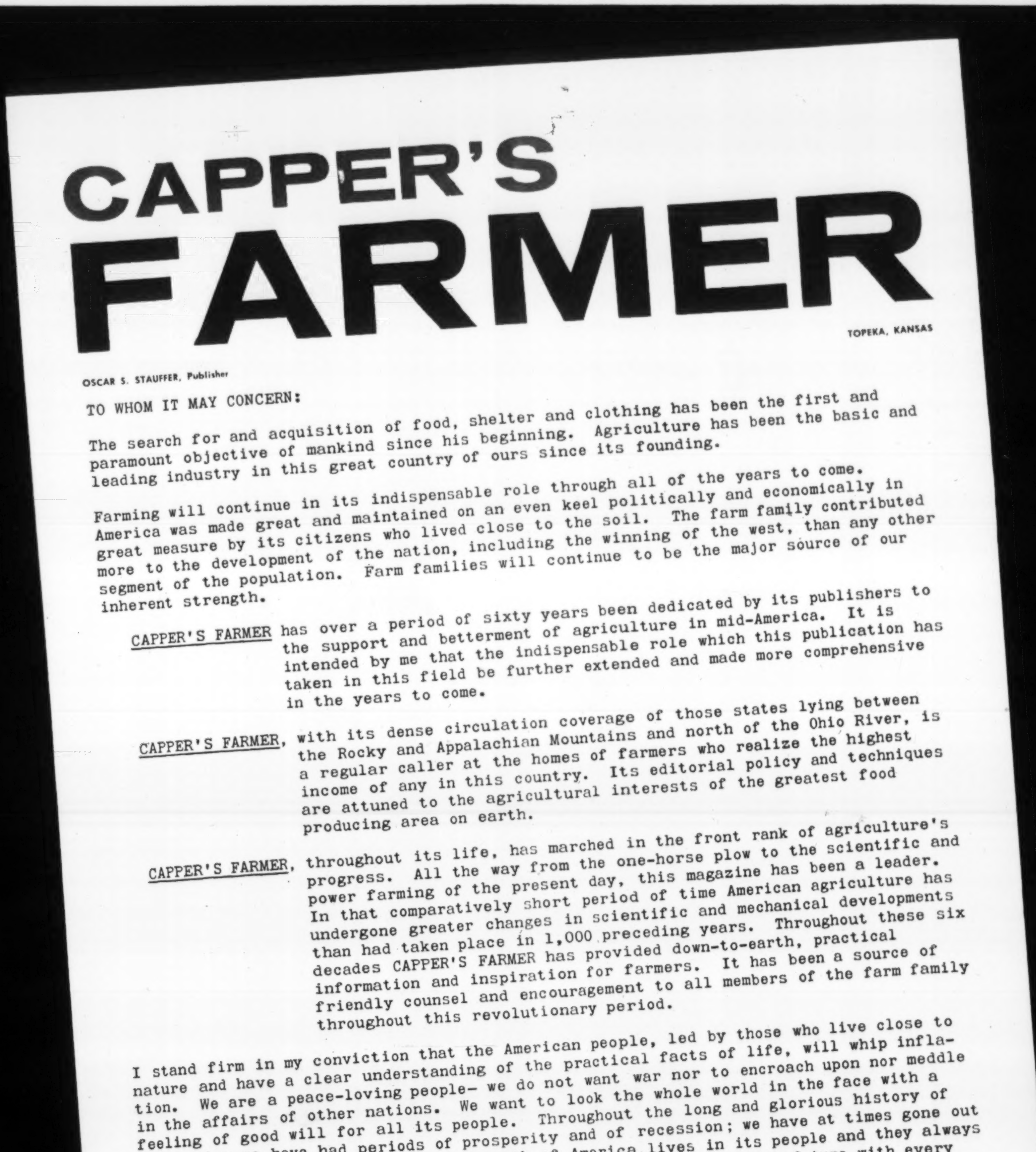
The *Chicago Daily News* has appointed Sawyer-Ferguson-Walker Co. its advertising representative in Los Angeles, San Francisco and Atlanta, effective July 1. The *News* maintains its own advertising offices in New York and Detroit.

Better Homes and Gardens
IDEAS

If you want to sell gardening *supplies and equipment,* go where every page is full of ideas that sell: Better Homes and Gardens, the family *idea* magazine. Last year, BH&G primary families spent $210,910,000* just for lawn and garden supplies—not including garden furnishings or equipment! With almost 8 out of 10** Better Homes and Gardens readers living in owned homes (more than any other major magazine) there's a setting for growing things.

*BH&G Continuing Study, June, 1958
**Look-Politz Study, 1958

During the year 1/3 of America reads BH&G . . . the family idea magazine



CAPPER'S FARMER

TOPEKA, KANSAS

OSCAR S. STAUFFER, Publisher

TO WHOM IT MAY CONCERN:

The search for and acquisition of food, shelter and clothing has been the first and paramount objective of mankind since his beginning. Agriculture has been the basic and leading industry in this great country of ours since its founding.

Farming will continue in its indispensable role through all of the years to come. America was made great and maintained on an even keel politically and economically in great measure by its citizens who lived close to the soil. The farm family contributed more to the development of the nation, including the winning of the west, than any other segment of the population. Farm families will continue to be the major source of our inherent strength.

CAPPER'S FARMER has over a period of sixty years been dedicated by its publishers to the support and betterment of agriculture in mid-America. It is intended by me that the indispensable role which this publication has taken in this field be further extended and made more comprehensive in the years to come.

CAPPER'S FARMER, with its dense circulation coverage of those states lying between the Rocky and Appalachian Mountains and north of the Ohio River, is a regular caller at the homes of farmers who realize the highest income of any in this country. Its editorial policy and techniques are attuned to the agricultural interests of the greatest food producing area on earth.

CAPPER'S FARMER, throughout its life, has marched in the front rank of agriculture's progress. All the way from the one-horse plow to the scientific and power farming of the present day, this magazine has been a leader. In that comparatively short period of time American agriculture has undergone greater changes in scientific and mechanical developments than had taken place in 1,000 preceding years. Throughout these six decades CAPPER'S FARMER has provided down-to-earth, practical information and inspiration for farmers. It has been a source of friendly counsel and encouragement to all members of the farm family throughout this revolutionary period.

I stand firm in my conviction that the American people, led by those who live close to nature and have a clear understanding of the practical facts of life, will whip inflation. We are a peace-loving people– we do not want war nor to encroach upon nor meddle in the affairs of other nations. We want to look the whole world in the face with a feeling of good will for all its people. Throughout the long and glorious history of our nation we have had periods of prosperity and of recession; we have at times gone out on ill-advised tangents, but the strength of America lives in its people and they always bring us back to a straight and safe course. I look forward to the future with every confidence and to an increased prosperity and happiness for all the people and especially our CAPPER'S FARMER readers and advertisers.

Very cordially yours,

Oscar S. Stauffer

OSCAR S. STAUFFER
Publisher

THE STAUFFER-CAPPER FAMILY OF PUBLICATIONS AND STATIONS

CAPPER'S FARMER
KANSAS FARMER
MISSOURI RURALIST
OHIO FARMER
MICHIGAN FARMER

KSEK
KGFF
WIBW
WIBW-TV
KSOK

PENNSYLVANIA FARMER
CAPPER'S WEEKLY
THE TOPEKA DAILY CAPITAL
THE TOPEKA STATE JOURNAL
THE KANSAS CITY KANSAN

THE ARKANSAS CITY DAILY TRAVELER
THE PITTSBURG HEADLIGHT-SUN
THE GRAND ISLAND DAILY INDEPENDENT
THE YORK DAILY NEWS-TIMES

THE MARYVILLE DAILY FORUM
THE NEVADA DAILY MAIL
THE INDEPENDENCE EXAMINER
THE SHAWNEE NEWS-STAR
THE NEWTON KANSAN

WTRF-TV STORY BOARD

Two men were coming home late from a poker party. One said, "I am always afraid when I return home late from a party like this. I shut off the engine of my car a half block from home and coast into the garage. I take off my shoes and sneak into the house. I am as quiet as possible, but invariably about the time I settle down into bed my wife sits up and starts to yell at me."

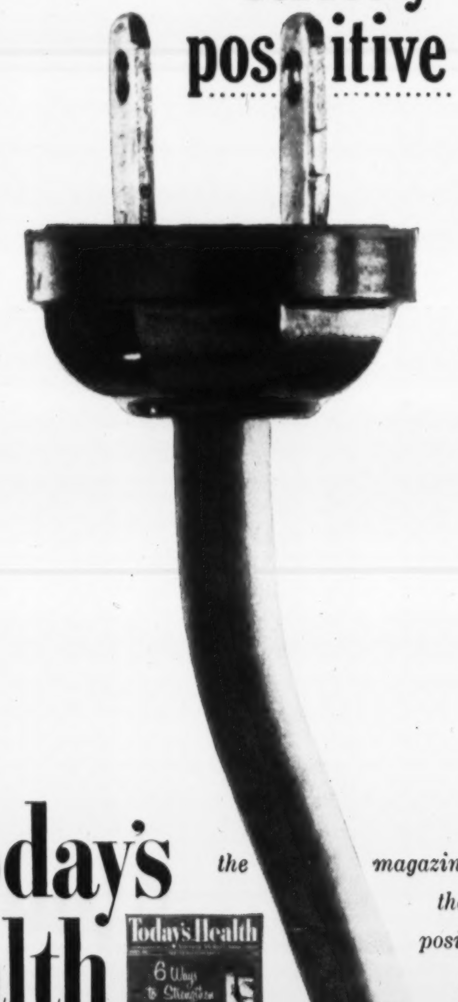
The other man said, 'You just have the wrong technique. I never have any trouble. I barge into the garage, slam the door, stomp into the house, and make a hell of a racket. I go upstairs to the bedroom, pat my wife and say, 'How about it, kid?' She always pretends she's asleep."

● You can't beat the positive approach, especially when you want to sell your products to the heart of industrial America. A spot campaign on WTRF-TV reaches into a 39-county area, where nearly 2 million people have a spendable income of $2½ billion annually. Ask the George P. Hollingbery people for all the details.

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

FREDDIE the FREELOADER FAN CLUB OF RACINE
FREDDIE FOR GOVERNOR
FREDDIE THE FREE LOADER FAN CLUB of RACINE
SECRETARY
CHAIRMAN OF THE BOARD
V.P.

STATUARY—*While playing an engagement at the Chez Paree, a Chicago nightclub, Red Skelton took time to run up to Racine to put on the same performance, gratis, for employes of S. C. Johnson & Son, one of Red's tv sponsors. The employes reciprocated with a collection to have Edouard Chassaing of the Chicago Art Institute do a wax statue of the comedian's favorite characterization, Freddie the Freeloader.*


16.1% growth in linage in '58 More and more advertisers are using health appeals to sell merchandise. Most general monthlies declined in 1958, but the *NEW* TODAY'S HEALTH surged up—16.1%—fifth largest gain recorded among general magazines listed.* And we show a 9.4% linage growth through April, 1959, over the same period in 1958. ■ More consumers know *it's smart to be healthy!* ■ May issue of TODAY'S HEALTH will deliver 125,000 copies over our guarantee! This whopping bonus brings cost per thousand down to $2.80. ■ Advertising vitality—circulation vigor—reflect the *NEW* TODAY'S HEALTH—a new editor—a new editorial approach to health that is positive—pleasant—powerful!

*Printer's Ink, December 19, 1958

strictly positive

THE NEW Today's Health *the magazine that features positive living for the American family*

Today's Health is published by the American Medical Association, 535 N. Dearborn St., Chicago 10, Illinois, WHitehall 4-1500; 475 Fifth Ave., New York 17, New York, ORegon 9-9383; Whaley-Simpson Company, 6608 Selma Ave., Los Angeles 28, California, HOllywood 3-7157; 700 Montgomery St., San Francisco 11, California, SUtter 1-4583.

WPCA to Begin Operating

A second uhf station, WPCA, Channel 17, Philadelphia, will start programming in October. The new station, operated by the interdenominational Young People's Church of the Air, an alliance of Protestant churches which has presented radio and tv programs for 27 years, will offer religious, cultural and entertainment programs. Facilities, previously used by WRCV, have been leased in Wyndmoor, Pa. Although it will be a non-profit station, it will sell time, the station said.

Irving-Cloud Names Applegate

Irving-Cloud Publishing Co., Chicago, publisher of *Jobber Topics, Super Service Station, Hardware & Housewares,* and *Chicago Market News,* has appointed Applegate Advertising Agency, Muncie, Ind., as its sales promotion and public relations counsel. The company previously was without an agency.

YOU ARE INVITED

. . . to a demonstration of Store-Video's Closed-Circuit TV system for food stores. 9:30 A.M. to 12 Noon Wednesday, June 17, 1959, West Ballroom Hotel Commodore.

STORE VIDEO INC.,

251 W. 57 St., N.Y., N.Y. CI 5-6350

ULCER GULCH
POP.000

WIN THE TOWN OF ULCER GULCH, ARIZONA

(with nearby gold mine)

Get away from it all, ad folk! Win the town of Ulcer Gulch, Arizona — First Prize in the Saturday Evening Post "Ulcer Gulch" Contest — *and give it your name!* Other wondrous western prizes, too: a real live stagecoach, 100 real western hats! And all you have to do is complete a Post jingle! If you're a resident of the U.S. or Canada and with an ad agency, or the sales, marketing or advertising department of any national advertiser, call the nearest Post sales office for entry blank. Hurry! Contest closes July 18, 1959.

ENTER The Saturday Evening POST CONTEST TODAY!

Five more big producers . . .

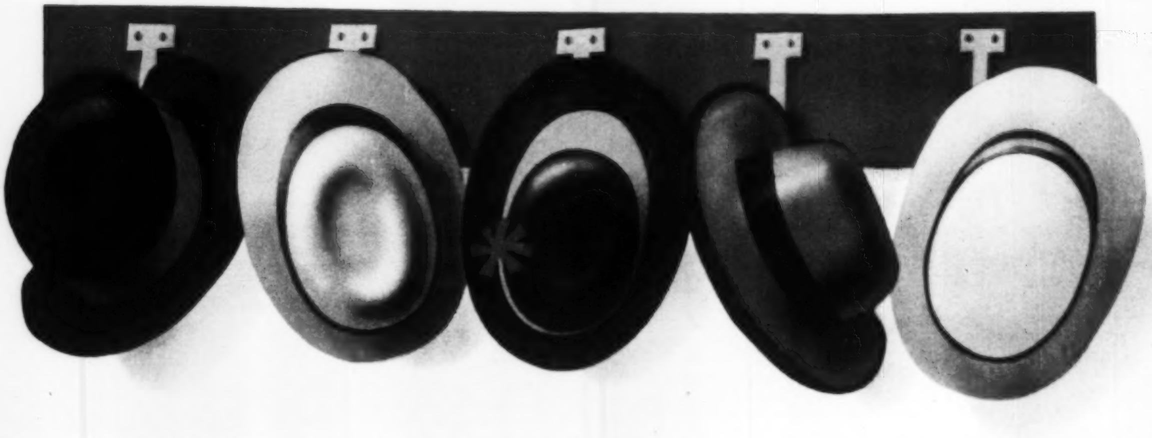
Five more big producers join AM Radio Sales

First and Fast . . .
Here's what
AM Radio Sales is:

AM means stations that are the big producers in 14 markets. **AM** service is guaranteed to be the fastest in the rep business: If it's AM—it's in time! An **AM** rep will give you plans today for buys "needed tomorrow." **AM** means complete service: not just spot availabilities, but specific recommended spot plans matched to your current needs . . . for efficient and total market coverage. **AM**'s reputation for fast delivery of these productive plans has been proved over the years by Bill Losee and his expert staff. **AM** means the marketing know-how that comes from your **AM** man's personal, on-the-spot knowledge of each station—its talent, programming, facilities, market. **AM** means a Market Specialist for each station . . . an **AM** man in daily contact with one or two assigned stations, who teams up with your regular **AM** rep when you need specialized market service. **AM** represents a limited list of vital stations . . . does the authoritative job of delivering the goods for each market represented. **AM** stations reach 64,000,000 people—36% of the country. Eight of the **AM** stations cover the top 11 U.S. markets. **AM**-repped stations are strong in music and news, leaders in local service . . . professional, forward-looking, community-minded . . . the big producers, with the sound difference that gets results for national advertisers.

AM
Radio
Sales

·BIG PRODUCERS IN 14 MARKETS·
AM
RADIO
SALES
·IF IT'S AM-IT'S IN TIME!



Here are the five big producers that join AM Radio Sales July 1st
—all stations of the Westinghouse Broadcasting Company, Inc.

WBZ
WBZA
KDKA
KYW
WOWO
KEX

WBZ + WBZA ***Produces in Boston*** First in New England, with more New England listeners than any other station. / Latest 27-county Pulse rates WBZ + WBZA No. 1 in 4 out of every 5 quarter-hours, in a primary-service area of 5½ million people. / Nielsen agrees; shows WBZ delivers more adults than any other Boston radio station. / Personalities like Carl deSuze, Alan Dary, Norm Prescott, Dave Maynard keep them coming back. / Newsmen in the field cover the entire local New England news beat. / No wonder WBZ + WBZA is the only single medium that gets to all of New England!

KDKA ***Produces in Pittsburgh*** First by far—by the Greater Pittsburgh Pulse — in the nation's 8th Market! / Nielsen confirms KDKA's delivery of the largest audience in the area. / Exciting local news coverage using beeper 'phones, tape recorders, mobile units . . . top local personalities like Rege Cordic, Bob Tracey, Art Pallan, Clark Race who set a fantastic selling pace . . . keep KDKA 'way out front in a rich 72-county area. / More than 1.6 million radio homes . . . $9 billion in Effective Buying Income.

KYW ***Produces in Cleveland*** . . . the station rated first by Pulse, Nielsen and Hooper! / Blankets the country's 7th largest city . . . 6th in total retail sales. / Covers 57 counties in Ohio, 1.8 million radio homes, over 6 million people. KYW's winning local personalities like "Big" Wilson, Specs Howard, Joe Finan, Wes Hopkins build an ever-loving audience . . . stump the market in person for added advertiser impact. / Unequalled local on-the-spot news coverage makes KYW a "must" for information as well as good company.

WOWO ***Produces from Fort Wayne*** First by far year-in, year-out in the nation's 37th radio market, this 50,000-watt station creates its own rich, responsive 56-county market in Northern Indiana, Southwest Ohio, Southeast Michigan. / WOWO is the area's most powerful voice, reaching 2.3 million listeners—more than half of them in urban communities. / WOWO captures strong local loyalties with personalities like Jack Underwood, Bob Sievers, Bob Chase, Marv Hunter, Jay Gould. WOWO's own hour-by-hour area news reporting helps keep dials frozen on 1190 kc!

KEX ***Produces in Portland*** First in the hearts of big radio audiences in Portland . . . 50,000-watt KEX covers a population of 1,500,000 in the booming Northwest! / KEX programming includes careful musical blendings from Portland's seven "favorite son" personalities: Barney Keep, George McGowan, Russ Conrad, Al Priddy, John Jordan, Pat Wilkins, Lee Smith. / Lively weather reports by Kay West . . . dynamic, go-out-and-get-the-story news coverage create high listener dependence. / It's the happiest combination for audience and advertisers in this rich, growing area!

. . . and AM Radio Sales will continue to represent the WBC producer in Chicago—

WIND First in audience 24-hours-a-day, all week, all month, all year / 48 newscasts a day / Chicago's star broadcast personalities: Howard Miller, Milo Hamilton, Bernie Allen, Bruce Lee. / An audience share that's hardly equalled anywhere in the U.S. / WBC's long-established WIND has often been called the country's leading independent station. / What a producer!

For complete market facts and recommended spot plans on all these music and news stations, call AM Radio Sales.

If it's AM...It's in time!

AM Radio Sales representing

New York	WMCA
Chicago	WIND
Los Angeles	KMPC
Detroit	WCAR
Boston	WBZ + WBZA
San Francisco	KSFO
Pittsburgh	KDKA
Cleveland	KYW
Minneapolis	WLOL
Portland, Ore.	KEX
Phoenix	KOOL
Tucson	KOLD
Fort Wayne	WOWO
(Cincinnati	WCKY)

(Midwest West Coast only)

New York
W. H. "Bill" Losee
Vice President & General Manager
666 Fifth Avenue
New York 19, N. Y.
PLaza 7-4567

Chicago
Jerry Glynn
VP & Midwest Mgr.
400 North Michigan Ave.
Chicago 11, Ill.
MOhawk 4-6555

Detroit
Walter Schwartz, Mgr.
Penobscot Building
Detroit 26, Mich.
WOodward 5-2420

Los Angeles
Ray Taylor, Mgr.
5939 Sunset Blvd.
Los Angeles 28, Calif.
HOllywood 5-0695

San Francisco
Ken Carey, Mgr.
950 California St.
San Francisco 8, Calif.
GArfield 1-0716

AM Radio Sales

Unchanging Total Hides Shifts in Ad Scene in Houston

HOUSTON, June 9—The new edition of the Houston classified phone directory lists nine advertising agencies that weren't there last year.

The directory also shows three agencies with name changes from last year's listings, indicating the addition (or subtraction) of agency partners. Six agencies showed address changes.

Nine agencies listed in the June, 1958, directory do not appear in the current directory—so the net total of Houston agencies appears unchanged, as far as the classified book indicates.

Agency advertising in the phone book was virtually unchanged from last year, a checkup indicated. There were a total of 256 listings last year, under 19 different headings (all starting with "Advertising—"), and there are 257 this year, under 18 headings.

Omitted: "Advertising-Trade Journal" and the one listing under it.

■ The nine new listings: ABC Advertising Agency; APR Inc.; Condon Advertising Agency; Gober Advertising Agency; Gulf Coast Advertising Co.; Laughlin Advertising; Clay Stephenson Associates (separated from Tracy-Locke Co., no longer listed in Houston); Tel-Ad Productions and Troxell & Associates Advertising.

Missing this year are: Carroll Advertising Agency; Houston Advertising Agency; Robert Lee Miller; Mutual Advertising Agency; Owen-Parker & French; Southeastern Advertising & Sales System; Technical Writers Associated; Tracy-Locke Co., and Wilhelm Syers International. #

Textbook Gives Panoramic View of Advertising

BOSTON, June 9—"Advertising—Mass Communication in Marketing" by C. A. Kirkpatrick, professor of marketing, University of North Carolina (Houghton Mifflin Co., $7.25), is a textbook designed to give the student a broad view of the advertising field. It is designed not only for the student of advertising, but for students in other business fields or any student interested in getting some inkling of the how, what and why of advertising.

■ Mr. Kirkpatrick has divided his book into six sections, covering: "The Background for Advertising," "Identifying the Product," "Building the Advertisement," "Media," "The Complete Advertising Effort" and "The Management of Advertising."

For the course teacher, the author has prepared a 140-page manual containing material for discussion and for examinations. It is available for $1.50. #

Bozell & Jacobs Names Two

Gerald R. Dryer, formerly a field representative for Carl Byoir & Associates and one-time business editor of the *Indianapolis News,* and Worth Ware, formerly public information director with General Motors Corp.'s Frigidaire division, have joined Bozell & Jacobs, Indianapolis, as account executives. Both men will work principally with the agency's utility accounts.

Hiram Walker Offers Recipes

Forthcoming magazine ads for Hiram Walker cordials will offer the company's new booklet—the "Compleat Cordial Cookery & Cocktail Guide." The booklet contains recipes for foods and drinks and may be obtained from Hiram Walker Inc., Penobscot Bldg., Detroit, for 10¢ to cover mailing costs.

Venus Foundation to Jacobi

Venus Foundation Garments Inc., Chicago, has appointed Frank C. Jacobi Advertising, Chicago, to handle its advertising and sales promotion. Julian Frank & Associates, Chicago, was the previous agency.

Magnus Joins Tatham-Laird

Wolf Magnus has joined Tatham-Laird, Chicago, as a senior merchandising analyst in the marketing research department. He formerly was a marketing analyst with McCann-Erickson.

NOW! DAYTON, OHIO

3rd Largest Metropolitan Market in Ohio

30th Largest Metropolitan Market in the Nation

The Census Bureau has now officially recognized Dayton's steady and solid growth, making the area one of the nation's foremost markets. Currently—1959—superior buying power in Dayton is shown by the highest average wages per employee of all Ohio markets.

The Dayton Daily News • Journal Herald

Represented nationally by SAWYER · FERGUSON · WALKER Company

a single step...

and she's right in the middle of a 5 billion dollar market!
Now that she's said "yes", this bride-to-be steps forward
to buy everything she must have to establish her first home:
furniture: china: floor coverings: silverware:
appliances: glassware: television: blankets: kitchen utensils...

But, *whose brand* will she buy?

MODERN BRIDE's editorial pages help her decide and
—*right at this point of purchase*—your advertisements
can sell her *your brand!*

And there are over 750,000* of these MODERN BRIDE
readers who must buy now!
If you haven't looked at the bridal market recently,
why not call us right away!

*annual net paid guarantee, the largest (and only) guaranteed circulation in the bridal field. Circulation of first two of six issues is well over 330,000! (Publisher's Interim Statement, period ending March 31, 1959.)

MODERN BRIDE

ZIFF-DAVIS PUBLISHING COMPANY, ONE PARK AVENUE, NEW YORK 16, N. Y. • OREGON 9-7200

Grand Union Sells 38 Stores

Grand Union Co., East Paterson, N. J., supermarket operator, has sold the 38 stores it has been operating in Ontario, Canada, to Steinberg's Ltd., Montreal, operator of 70 markets in the dominion. Lansing P. Shield, president of Grand Union, said "the disposal of the Canadian stores will provide funds which will enable Grand Union to step up its rate of development in the U.S. and other areas."

Finnegan Joins Bresnick

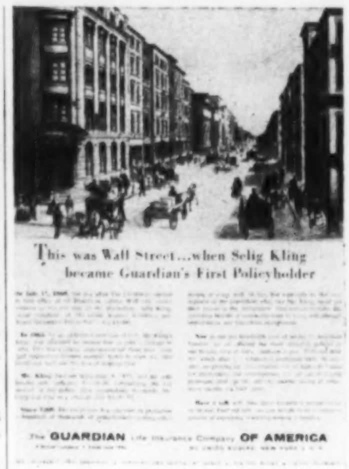
Robert F. Finnegan has joined the Bresnick Co., Boston, as director of media and research. Mr. Finnegan was formerly manager of marketing research and product planning of General Electric Corp.

Joseph P. Moore, Head of Stamford Agency, Dies at 48

WESTPORT, CONN., June 9—Joseph P. Moore, 45, president of Moore & Co., Stamford agency, died June 6 of a heart ailment at Grace-New Haven Hospital, after a short illness.

Born in New York, Mr. Moore was graduated from Catholic University, Washington, D.C., and later received a Ph. D. degree in fine arts from Columbia University. During World War II, he was associated with the Chance-Vought division of United Aircraft. After the war, he became a partner in Ormsby, Moore & Gilbert, Milford, Conn.

In 1949, Mr. Moore and Robert Beckham set up their own agency, Moore, Beckham Inc., in Greenwich. In 1951 it became Moore & Co., following Mr. Beckham's withdrawal from the agency, and in 1953 the business was moved to Stamford. It reported billings in 1958 in excess of $1,000,000.


This was Wall Street...when Selig Kling became Guardian's First Policyholder

The GUARDIAN Life Insurance Company OF AMERICA

BIRTHDAY A'COMING—*Guardian Life Insurance Co. of America will be 99 years old on July 16. As it enters its 100th year, this ad will run in The New York Times Magazine, Newsweek, The Saturday Evening Post and Time. J. M. Kesslinger & Associates, Newark, is the agency.*

W. DONALD BOYD

BOSTON, June 9—W. Donald Boyd, 47, New England district sales manager of *Chemical Engineering*, died May 18 following a heart attack.

Mr. Boyd joined McGraw-Hill in 1933 in New York as an assistant to the advertising makeup manager of *Chemical Engineering*. Later he was made advertising makeup manager.

He came to Boston in 1937 as district sales manager.

STANLEY FIELDS

GREENSBORO, N. C., June 9—Stanley Fields, 59, state advertising manager of the *Greensboro News-Record*, died at his home June 6 after suffering a heart attack.

A native of Cincinnati, Mr. Fields began his newspaper career in the advertising department of the *Chicago Tribune*. From Chicago he went to the *Evening Times*, Cumberland, Md., and while there he established his own weekly newspaper.

Mr. Fields came to Greensboro in 1942 to become advertising manager of the *Patriot Farmer*, a weekly newspaper published by the Greensboro Daily News Co. In 1946 he transferred to the *Greensboro News-Record* and became state advertising manager.

Full color
in all
its glory

Black and white
with dramatic impact

HUTCHINGS & MELVILLE, Inc. Custom Photoengraving
4043 North Ravenswood Avenue, Chicago 13, Illinois Telephone: EAstgate 7-9220

AND SOME even play a good game of golf.

WTCN COURTESY CAR
RADIO and TELEVISION
REFRESHMENTS
NEAT SWITCH at the Minneapolis Ad Club Golferoo. *She* followed the *men* around, with free beverages courtesy of WTCN-TV.

when Twin Cities Advertisers meet...

...TALK SWINGS TO WTCN-TV

It was par for the course at the recent Minneapolis Ad Club Golferoo. WTCN-TV came in for more than its share of praise. It's always like that in the Twin Cities of Minneapolis-St. Paul.

Yes . . . when ad men get together, talk swings to WTCN-TV. Exciting local and ABC-TV programming . . . impressive ratings . . . enviable sales results. Call your Katz man about WTCN-TV and the lucrative Twin Cities market.

DOOR PRIZE Courtesy of WTCN RADIO and TELEVISION
WTCN-TV DOOR PRIZE, above, gives extra incentive to the wild-swinging Ad Clubbers.

WTCN-TV
Minneapolis—St. Paul

EYE ON THE BALL, another ad man finds himself a big winner with WTCN-TV.

PENETRATION & COVERAGE, TOO!

METROPOLITAN MEMPHIS
163,930 FAMILIES
576,700 POPULATION
198,757* Combined Daily Circulation
121,275* Sunday Circulation

SRDS 11-15-58
*ABC Audit 3-31-58

And

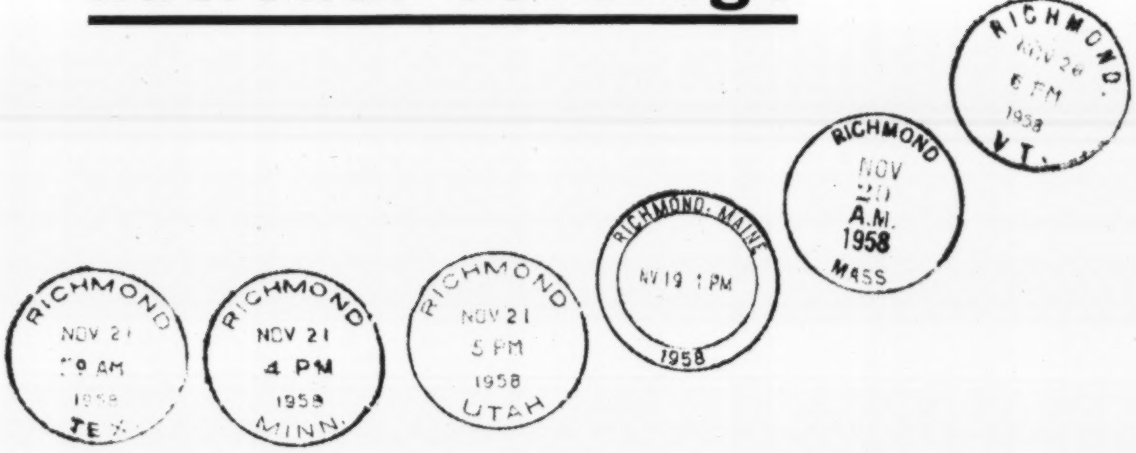
59% Family Coverage in 61 Major Towns (Excluding Memphis) in the 2½ billion dollar Memphis Market.

To Sell the South...
You MUST Sell Memphis!

TOTAL PAID CIRCULATION Combined Daily 361,279 / Sunday 258,739 } ABC Pub. Statement 3-31-59

THE
COMMERCIAL APPEAL
MEMPHIS
PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS

Grit reaches Richmonds all over the map to help give you balanced national coverage



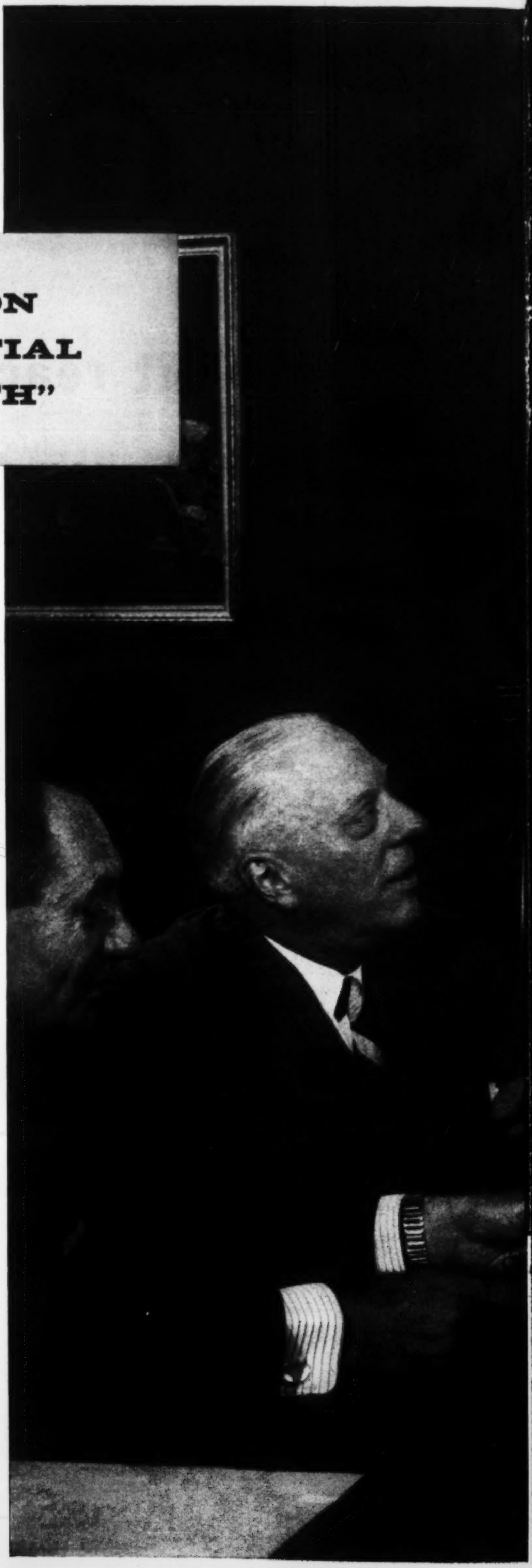
RICHMOND NOV 21 9 AM 1958 TEX.
RICHMOND NOV 21 4 PM 1958 MINN.
RICHMOND NOV 21 5 PM 1958 UTAH
RICHMOND, MAINE NOV 19 1 PM 1958
RICHMOND NOV 20 A.M. 1958 MASS
RICHMOND. NOV 20 6 PM 1958 VT.

Many magazines with good metropolitan-area coverage will reach the Richmondites of Virginia. But for total marketing success you must sell the people in 21 other Richmonds—most of them non-suburban small towns where conventional mass media are weakest. Only one national publication —Grit—concentrates on small towns, is avidly read in 16,000 of them each week. That's why you need Grit to help provide *balanced national coverage.* It costs little to add Grit to any schedule, and Grit is worth more than the little it costs.

Grit Publishing Co., Williamsport, Pa. • Represented by Scolaro, Meeker & Scott, Inc. in New York, Chicago, Detroit, Philadelphia, and by Doyle & Hawley in Los Angeles and San Francisco

GRIT

AMERICA'S GREATEST FAMILY NEWSPAPER



"BUSINESS PUBLICATION ADVERTISING IS ESSENTIAL TO OUR SALES GROWTH"

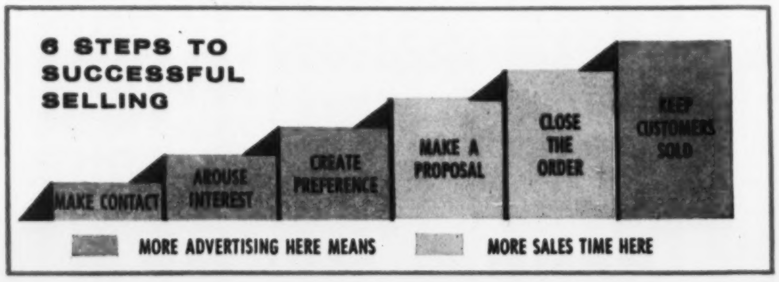
"Good advertising, properly placed, produces profits," says Stuart H. Smith, Vice President in Charge of Sales at SKF Industries, Inc. "Our diverse product line compels us to seek customers throughout industry. A sustained advertising program in leading business publications is essential to augment our field sales efforts. We know that it helps us reach all levels of purchasing influence for ball and roller bearings."

IF WHAT YOU MAKE OR SELL is bought by business or industry, you can "mechanize" your selling by *concentrating* your advertising in one or more of the McGraw-Hill publications serving your major markets. You reach your most important prospects while they are in a business mood . . . create interest and preference for your brand . . . keep them sold. This gives your sales force more time for the important tasks of making proposals and closing sales.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC.,
330 WEST 42nd STREET, NEW YORK 36, N. Y.


6 STEPS TO SUCCESSFUL SELLING
MAKE CONTACT
AROUSE INTEREST
CREATE PREFERENCE
MAKE A PROPOSAL
CLOSE THE ORDER
KEEP CUSTOMERS SOLD
▨ MORE ADVERTISING HERE MEANS
▨ MORE SALES TIME HERE

OEM
COMPLETE MAC
SERVICE PARTS
AUTOMOTIVE
MACHINE
SKF
REPLACEMENT PARTS
AUTHORIZED DISTRIBUTOR
SKF

Mr. Smith (standing) reviews the SKF advertising program at a meeting of the Sales Division Staff.

Jaycee to Wilson, Haight

Jaycee Chemical Corp., Northford, Conn., manufacturer of Bondo plastic repair compound, founded three and a half years ago, has appointed Wilson, Haight, Welch & Grover, Hartford, Conn., as its advertising agency.

IOWA
ILLINOIS
QUINCY
MISSOURI

QUINCY, ILL.

HUB OF AN ISOLATED TRI-STATE MARKET

Qualifies as a Major Midwest Test Market

ONE OF AMERICA'S FINEST 1-STOP SHOPPING CENTERS OPENS IN QUINCY. Quincy's biggest market news is the 29-unit, multi-million dollar, Casto Shopping Center recently opened—a big plus when you buy the rich 333,000 Quincy Tri-State Market. Write for details.

ONE NEWSPAPER WIDE

THE QUINCY HERALD-WHIG

HAL CULP, Advertising Manager • Phone BA 3-5100

Represented by The John Budd Company

50,111 ABC CITY ZONE POPULATION

'Haverhill Gazette' Files Countersuit Hitting 'Union Leader' Monopoly Try

'Haverhill Journal' Attempted to Wean Away Advertisers, Says Brief

BOSTON, June 9—Haverhill Gazette Co., publisher of *Haverhill Gazette*, has filed an anti-trust suit in federal court here against Union Leader Corp., publisher of the *Manchester Union Leader;* its publisher, William Loeb, and 14 other defendants, including Haverhill business establishments and their operators.

The New Hampshire publisher of the *Manchester Union Leader* also publishes the *Haverhill Journal* in Massachusetts.

The suit charges that all defendants, except one, "have been and are now engaged in a conspiracy to restrain interstate trade and commerce in the newspaper publishing business in the Haverhill area" since December, 1957. (One defendant, the complaint said, joined the conspiracy in January, 1959.)

The plaintiff demanded a jury trial and asked for triple damages. No set sum was mentioned.

■ Also pending in federal court here is a civil anti-trust suit brought by Union Leader Corp. (AA, Jan. 19). It charges nine Massachusetts newspapers of Newspapers of New England Inc. and a dozen individuals with conspiring to force the *Union Leader's* year-old *Haverhill Journal* out of business, creating a monopoly for the *Gazette*.

The newspapers named in that suit include the *Gazette;* Lowell Sun Publishing Co., Lowell; Eagle Tribune Publishing Co., Lawrence; Enterprise Publishing Co., Brockton; Essex County Newspapers, Newburyport; Sentinel Publishing Co., Fitchburg; Eagle Publishing Co., Pittsfield; Holyoke Transcript-Telegram Publishing Co., and the Republican Publishing Co., Springfield.

Officers or directors of the various newspapers are listed among the defendants.

■ The *Gazette*, in its suit today, accused the defendants of "unlawful activities, combination, restraints, conspiracy, attempt to monopolize and monopolization."

Objectives of the alleged conspiracy, the suit contends, include "forcing the plaintiff out of business of publishing and circulating its daily newspaper, the *Haverhill Gazette*" and "establishing the defendant Union Leader Corp.'s *Haverhill Journal* as the sole newspaper in the Haverhill area."

It alleges that in December, 1957, when the *Gazette* was involved in a strike, Union Leader Corp. created and circulated a new daily newspaper, the *Haverhill Journal*.

■ The defendants, the complaint went on, "continuously exploited the plaintiff's distress by enticing to the *Haverhill Journal* advertisements from various merchants and national advertisers who formerly used the *Haverhill Gazette*, by offering and giving to them benefits and preferences through tie-in arrangements with other publications, upon condition and agreement that such advertisers would not advertise in the *Haverhill Gazette*."

The plaintiff also charged that the defendants subsidized the *Haverhill Journal* using receipts of the *Union Leader*. #

Boston Club Elects Williamson

The Advertising Club of Boston has elected William J. Williamson its 1959-'60 president. He is sales manager of WBZ-WBZA, Boston radio stations, and former sales manager of WLW-D, Dayton. Frank S. Christian, vp and regional manager, Kenyon & Eckhardt, was named 1st vp. James M. Connolly, regional manager, John Donnelly & Sons, was named 2nd vp.

Adams Joins Cargill, Wilson

Ruth Adams has resigned as promotion director of *Living for Young Homemakers* to join the merchandising and promotion staff of Cargill, Wilson & Acree, Richmond, Va.

Canadian Car & Bus Expands

Canadian Car & Bus Advertising Ltd., Montreal, has taken over all business formerly handled by Transit Advertising Ltd., Toronto.

Devine Heads Tyrex Committee

Richard I. Devine, general sales manager for viscose fibers of all divisions of Beaunit Mills Inc., has been named chairman of the merchandising advisory committee of Tyrex Inc., New York. The committee comprises sales representatives of five major manufacturers of tire yarn and cord which formed Tyrex Inc. some time ago to promote the new viscose tire cord.

Welding Paper Changes Name

Industry & Welding Magazine will change its name to *Welding Design & Fabrication*, effective with its July issue. The magazine is one of 10 published by Industrial Publishing Corp., Cleveland. The new name, Thomas L. Dempsey, general manager, said, will more accurately describe the publication's broadened editorial scope and circulation.

There's Plenty of Shoe Leather Behind FRANCHISE-PAID CIRCULATION

A salesman must get out and make calls . . . be willing to apply plenty of good old shoe leather to get business.

As a trade paper advertiser, you are faced with a similar problem. How to get your sales message to the right prospect? Many methods of trade paper circulation have been devised — but, *only* one actually puts shoe leather to work. That one is IPC's Franchise-Paid circulation method.

It works like this: Distributors throughout the country subscribe to IPC magazines for their best customers and prospects. This is an exclusive arrangement which IPC makes with only one distributor in an area. It becomes a valuable franchise to the distributor, which he knows he will lose if his list is not kept active and up-to-date. His salesmen are using shoe leather every day, making calls to make sales.

Franchise-Paid circulation delivers your sales message to the same customers and prospects your salesmen call on. It insures fresh circulation (because of the subscription price) that is kept up to date daily. Advantage: Waste is eliminated. You make direct sales contact with actual buyers for every advertising dollar invested.

A-8-59

IPC THE INDUSTRIAL PUBLISHING CORPORATION
812 Huron Road • Cleveland 15, Ohio • SU 1-9620
NEW YORK • CHICAGO • LOS ANGELES • LONDON

®

Franchise Circulation gets magazines to the men who buy.

Distilled Writing gets magazines read.

Send for these Free Market Facts

Air Conditioning & Refrigeration
☐ The Refrigeration & Air Conditioning Wholesaler, #147R.
☐ A Study Of Firms Engaged in The Business Of Air-Conditioning, Heating & Commercial Refrigeration, #169R.
From: REFRIGERATION AND AIR CONDITIONING BUSINESS

Fluid Power
☐ Market Study For Fluid Lines & Cylinder Tubing.
☐ Market Study For Valve Solenoids.
From: APPLIED HYDRAULICS AND PNEUMATICS

Power Transmission
☐ A discussion of the markets for gears, speed reducers, bearings, couplings, clutches and other power transmission devices, #221D.
From: POWER TRANSMISSION DESIGN

Material Handling
☐ How Does Industry Buy Material Handling Equipment In Cleveland, #230F.
☐ Material Handling Reader Response Study, #163F.
From: MATERIAL HANDLING ENGINEERING

Office Products
☐ The Characteristics Of The Market For Office Equipment, #144M.
From: MODERN OFFICE PROCEDURES

Precision Castings
☐ Correlation Of Die Casting Sales To Inquiries, #174P.
☐ Precision Metal Molding Production Data Book for 1958, #143P.
From: PRECISION METAL MOLDING

Industrial Safety
☐ Market For Floor Cleaning Machines.
☐ Market For Safety Equipment.
From: OCCUPATIONAL HAZARDS

Welding
☐ A Study of 1093 Of The Nation's Leading Independent Welding Supply Distributors, #237W.
☐ Welding — Study Of Reader Buying Power, #189W.
From: INDUSTRY & WELDING

(CLIP THIS AD AND MAIL WITH YOUR LETTERHEAD)

Marketing Department
THE INDUSTRIAL PUBLISHING CORPORATION
812 HURON ROAD · CLEVELAND 15, OHIO

A-18-59

Westerners who live with Sunset

THE MAN WHO GOVERNS THE "SUNSET STATE"

(Arizona, that is)

In Arizona, which calls herself the "Sunset State," voters went to the polls and swept into the governor's chair a modest man who never held public office before: Paul Fannin of Phoenix. A business man, he takes a business approach to the affairs of his state, whose promise, he contends, is unlimited. He means to see it fulfilled.

Governor Fannin is a spare-time gardener, although with little spare time these days. But whenever he can, he turns his hand to the Western gardens which surround his gracious home; and, in so doing, follows the precepts of Sunset Magazine and Sunset Garden Books, of which Governor and Mrs. Fannin are devoted adherents.

Governor and Mrs. Fannin are typical of Sunset readers throughout the West and Hawaii. Ideas from Sunset are incorporated in the design of their home, in their cookery, and in their gardens. The Governor likes to barbecue, and his family shares a distinctively Western, indoor-outdoor life, in the Sunset tradition.

There is still another bond between the Governor and Sunset Magazine: their mutuality of interest in the State of Arizona. More and more, Sunset gives editorial coverage to the culture, travel attractions, and the way of life of the Governor's state. This, the record will show, is of benefit to Arizona and her people, and to the advertisers who serve them through Sunset.

Furthermore, the Sunset which Governor and Mrs. Fannin read is a "zone edition," especially edited for the *southern* part of the West. It is one of three zone editions, which serve *all parts* of the West and Hawaii according to their own local interests and their own special concerns.

This kind of specialization brings Sunset closer to the grass roots, to the true character of the different Wests, than any other magazine circulated in the region. (And it provides a flexible, targeted tool for the advertiser, whether local, regional or national.)

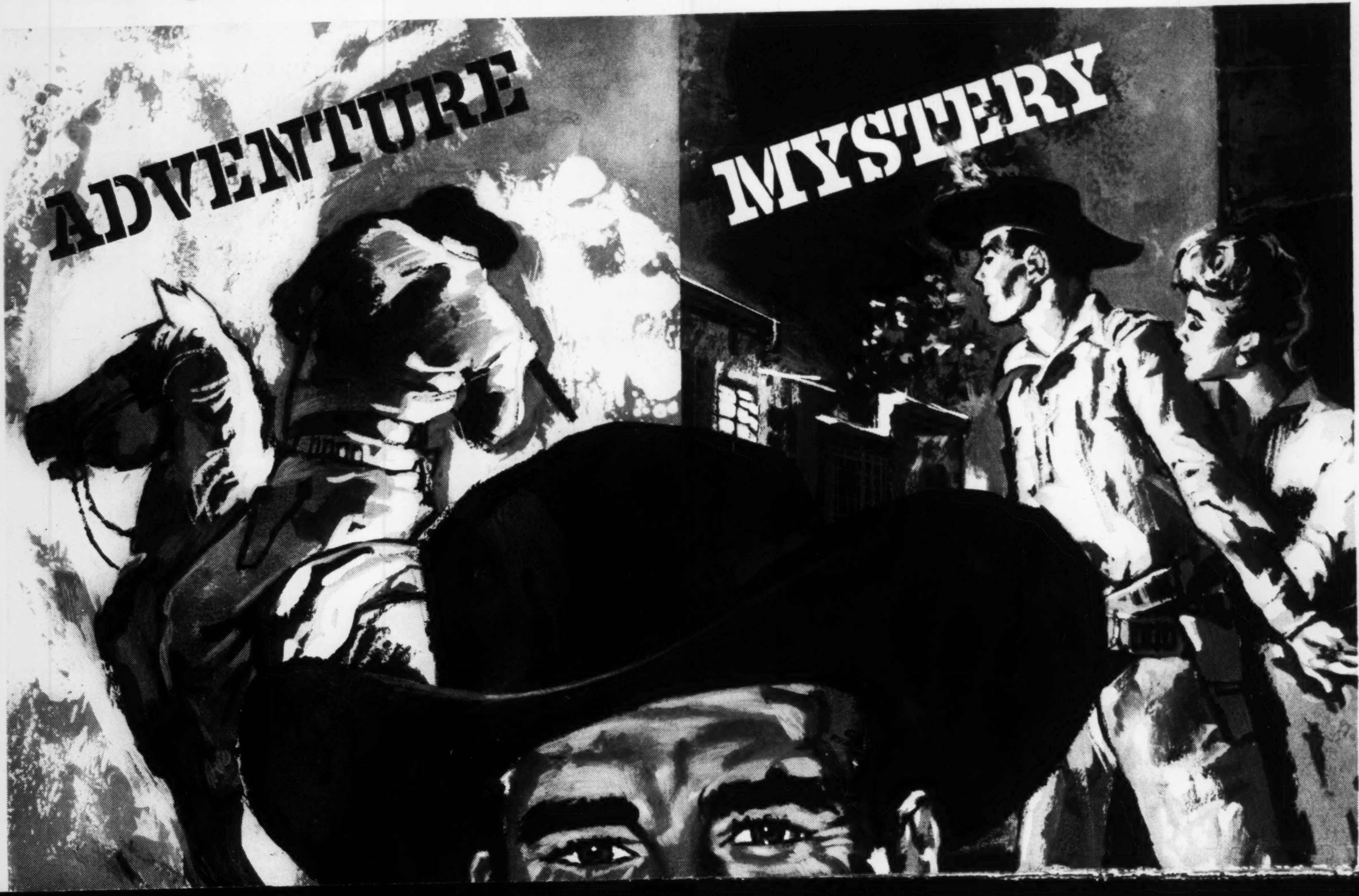
Between Sunset and its nearly two million adult readers, *wherever* they may be, is an authentic affinity which makes Sunset the most influential magazine read in the West. It is *the* Magazine of Western Living.

Dining on the terrace is a pleasant ritual for Governor and Mrs. Fannin and their daughter Linda. There are also three sons, one overseas in the Air Force, one at the University of Arizona, and one in the real estate business in Phoenix.

THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE PUBLISHING CO., MENLO PARK, CALIFORNIA

TV's 2 greatest audience appeals combine in 1 great show !


ADVENTURE
MYSTERY

SHOTGUN SLADE

STARRING

SCOTT BRADY

Pre-Sold in 28 markets, 17 states, to Ballantine Beer

Set your sights for the *big* audience – with TV's "detective on horseback." SHOTGUN SLADE headlines rugged Scott Brady as a man who tames the West's wildest badmen – and women! Here's your chance to hit the "top 10" with *both* barrels . . . roaring adventure, thrill-a-minute mystery. This series sells on sight, so shoot us a call today!

39 ALL NEW HALF HOURS ON FILM FOR REGIONAL AND LOCAL SPONSORSHIP

produced by **revue** productions

mca tv

FILM SYNDICATION

National Catholic Family Magazine

Tap this GROWING
market by means of
regular advertising

AUGUST ISSUE CLOSES JUNE 20

Orders and Sample Copy request to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4
Telephone: HArrison 7-7176

St. Anthony
MESSENGER

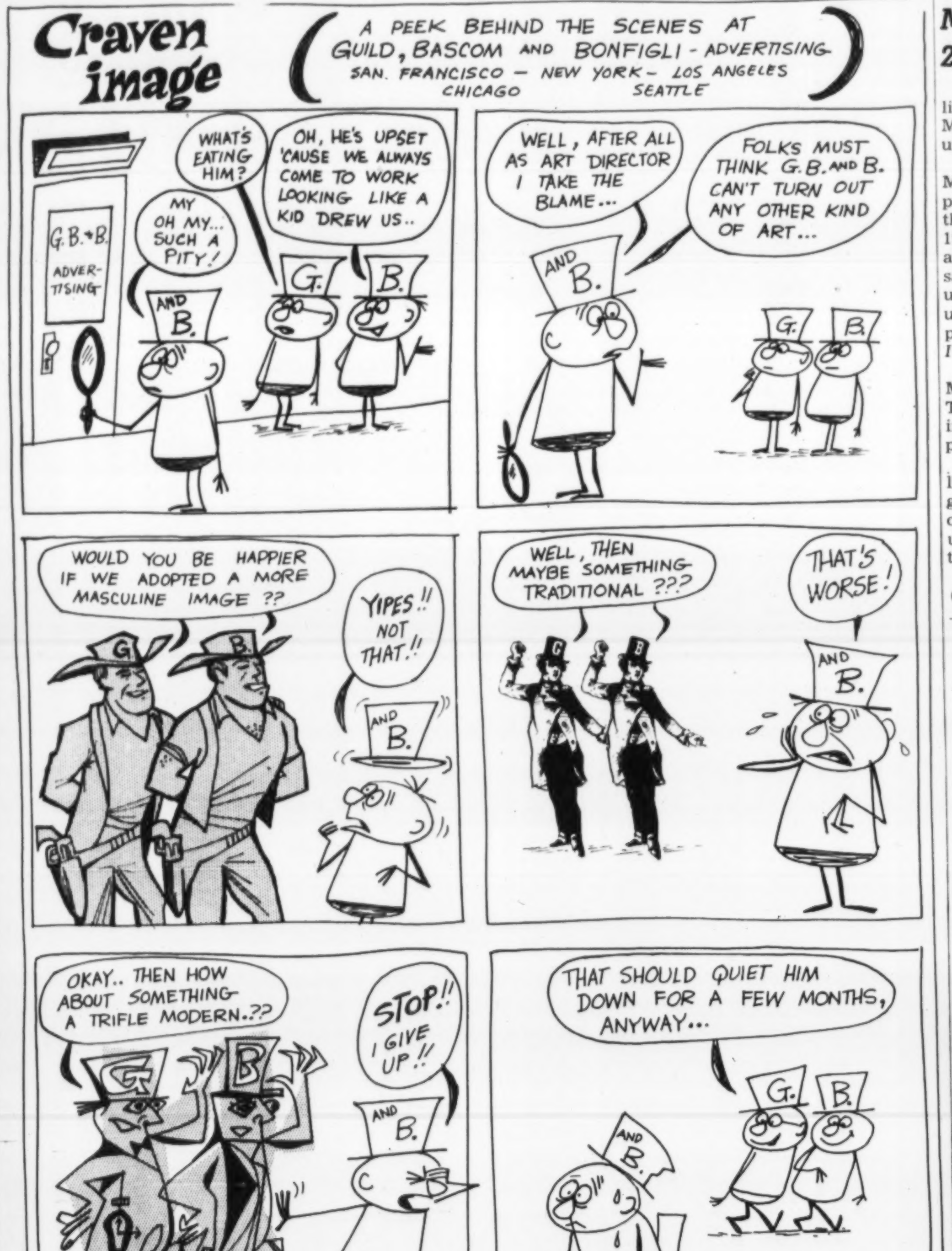
Cinderella International Names Dobry, Young VPs

Four staff changs have been made at Cinderella International Corp., Kissimmee, Fla. Meredith E. Dobry, former sales development director, has been named vp in charge of sales and Herbert S. Young, former administrative director, has been named vp and general manager. They succeed Mrs. Brownie Wise, president, and Charles W. McBurney, vp, who resigned their posts. William Deitenbeck, former publications manager, has been named to the new post of advertising and promotion manager. William V. Brach has been named assistant administrative director.

Cinderella manufactures cosmetics, home cleaning chemicals and brushes, sold on the home party plan.

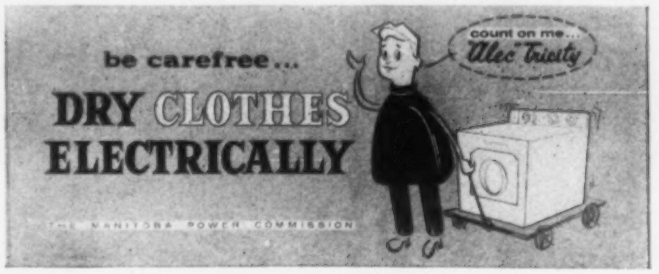
Donaldson Joins Grace

W. Richard Donaldson, formerly assistant manager, paper chemicals department, American Cyanamid Co., has joined W. R. Grace & Co. as marketing director of its polymer chemicals division. Mr. Donaldson succeeds Willard deCamp Crater, who remains as marketing consultant of the division.


Craven image
A PEEK BEHIND THE SCENES AT GUILD, BASCOM AND BONFIGLI - ADVERTISING
SAN. FRANCISCO — NEW YORK — LOS ANGELES CHICAGO SEATTLE
WHAT'S EATING HIM?
OH, HE'S UPSET 'CAUSE WE ALWAYS COME TO WORK LOOKING LIKE A KID DREW US..
MY OH MY... SUCH A PITY!
G.B.+B. ADVERTISING
WELL, AFTER ALL AS ART DIRECTOR I TAKE THE BLAME...
FOLKS MUST THINK G.B. AND B. CAN'T TURN OUT ANY OTHER KIND OF ART...
WOULD YOU BE HAPPIER IF WE ADOPTED A MORE MASCULINE IMAGE ??
YIPES!! NOT THAT.!!
WELL, THEN MAYBE SOMETHING TRADITIONAL ???
THAT'S WORSE!
OKAY.. THEN HOW ABOUT SOMETHING A TRIFLE MODERN.??
STOP!! I GIVE UP!!
THAT SHOULD QUIET HIM DOWN FOR A FEW MONTHS, ANYWAY...

HONEST...
GUILD, BASCOM AND BONFIGLI DOES REAL PRETTY ART WORK FOR ALL THEIR CLIENTS ...CLIENTS LIKE SKIPPY PEANUT BUTTER, NUCOA MARGARINE, RICE CHEX, WHEAT CHEX, CORN CHEX, RY-KRISP, INSTANT RALSTON, FARMER JOHN'S HAM AND BACON, MOTHER'S COOKIES, MARY ELLEN'S JAMS AND JELLIES, HARRY AND DAVID'S FRUIT-OF-THE-MONTH, TIDY HOUSE PRODUCTS, RIVAL DOG FOOD, HEIDELBERG BEER AND CARLING BLACK LABEL

Guild
Bascom and Bonfigli
advertising


be carefree...
DRY CLOTHES ELECTRICALLY
count on me... Alec Tricity
THE MANITOBA POWER COMMISSION

COUNT ON ME—*The Manitoba Power Commission is using a new trade character, "Alec" Tricity, in its advertising and sales promotion. McKim Advertising Ltd., Winnipeg, is the agency.*

Business Papers' May Volume Is Up 2.6%, 'IM' Reports

CHICAGO, June 9—Business publications' advertising volume for May is leading last year's May volume by 2.6%.

Five-month totals at the end of May show a drop of 1.8% (3,448 pages) from the volume reached at the end of the first five months of 1958. Pages for the month of May are up 2.6% (1,035 pages) over the same month last year. These figures represent the combined volume of approximately 320 business publications reported monthly in *Industrial Marketing*.

Industrial publications show a May increase of 3.6% (992 pages). Their year to date totals are trailing last year's by 2.3% (2,975 pages).

Running a close second are publications in the product news group. They show a May increase of 3.2% (82 units), with a 0.2% (30 units) decrease in the year to date totals.

Export publications show a 1.9% (23 pages) increase over the volume achieved in May, 1958. They show a year-to-date percentage dip of 5.1% (312 pages).

- Trade publications are up 0.2% (10 pages) over May, 1958. This group recorded a 1.3% decrease from the year-to-date volume reported at the end of May, 1958.

Reversing this pattern are publications in the class group. They show a 1.8% (72-page) decrease for May, with a 1.1% (210-page) increase in the year to date volume. #

Souris Joins French & Shields

John Souris, until recently operator of his own commercial art studio, has joined French & Shields Inc., St. Louis, as art director. Mr. Souris was general manager of the St. Louis commercial and technical art departments of Royer & Rogers from 1955-1958.

John Thomas to Grey

John H. Thomas, formerly advertising and sales promotion manager for Tussy cosmetics, John & Fink Products Corp., has joined Grey Advertising Agency, New York, as an account manager.

"Ten years

of hard labor!" Hard labor to corner the top studios' best feature films. Hard labor to create provocative, headline-making local programming. Hard labor to present more news more dynamically. Yes, ten years of hard labor have made WJAR-TV far-and-away the number one station in the PROVIDENCE MARKET. Now, on its tenth anniversary, WJAR-TV looks forward happily to serving another sentence.

10th Anniversary of CHANNEL 10
WJAR-TV
Cock-of-the-walk in the PROVIDENCE MARKET

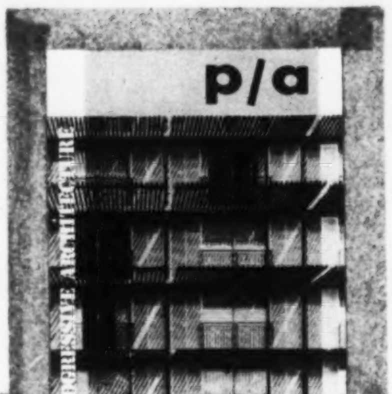
NBC • ABC • Represented by Edward Petry & Co., Inc.

More and more*— advertisers are cashing in on P/A's

EDITORIAL VIGOR

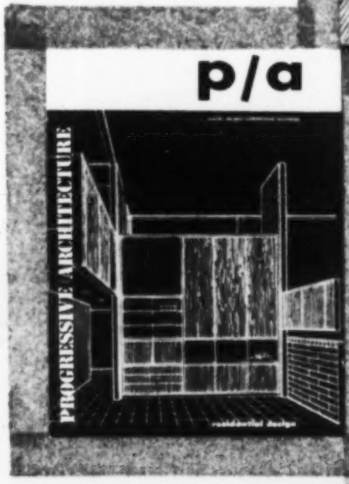
p/a
PROGRESSIVE ARCHITECTURE

JANUARY—P/A DESIGN AWARDS
"Most important annual occurrence of our architectural world."—Minoru Yamasaki, FAIA


p/a
PROGRESSIVE ARCHITECTURE

FEBRUARY—HOTELS
. . . plus professional progress reports on Felix Candela, and Stevens & Wilkinson

MARCH—RESIDENTIAL DESIGN
Outstanding houses with a round-table discussion, by their designers, on professional problems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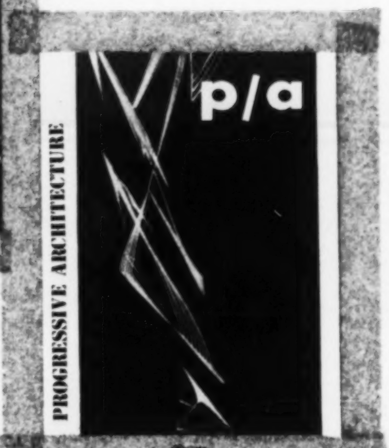
PROGRESSIVE ARCHITECTURE
residential design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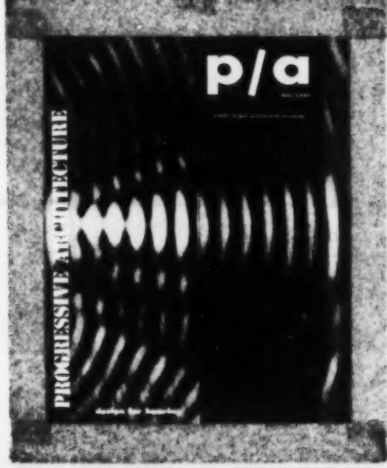
PROGRESSIVE ARCHITECTURE

APRIL—SCHOOLS
Featuring three very different elementary schools, discussed in round-robin critique by their architects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PROGRESSIVE ARCHITECTURE
design for hearing

MAY—ACOUSTICS IN ARCHITECTURE
A whole-issue study of a single technical problem important in all building types

*Advertising page gains—January-May 1959:

P/A	—	up	52 pages
Forum	—	up	12 pages
Record	—	down	19 pages

(Source: Industrial Marketing, June 1959)

Lineage gain leadership means a solid advertiser endorsement of P/A's editorial vigor. The first five issues of 1959 (which produced the lineage gains above) are excellent examples of editorial vigor in action. They demonstrate the range of editorial coverage, depth of treatment, and maximum service to readers provided by PROGRESSIVE ARCHITECTURE.

By departing from the static formula of "building-type" issues alone, P/A is setting the dynamic pace which others must follow. More than any other magazine, P/A serves all the interests, and only the interests, of the architectural professional.

The world's largest architectural circulation clearly demonstrates reader acceptance—just as lineage gains attest to advertiser recognition. Together, they are the final proof of editorial vigor. More and more, advertisers recognize that P/A means productive advertising.

p/a
PROGRESSIVE ARCHITECTURE

Reinhold

PROGRESSIVE ARCHITECTURE

430 Park Ave., New York 22, N. Y.

your

best

customers

are **all fed up!**

Wage Earner families "never have your brand there when they

"It takes the car to pack home our groceries . . . if I didn't give my family what they wanted, they'd go out and eat in some restaurant!"

Mrs. W. H. B.

(from a Social Research, Inc. study)

Mrs. B. may be exaggerating slightly, but, typical TRUE STORY WOMEN'S GROUP reader that she is, she knows her family's varied tastes. And she caters to them in a way her "white collar" counterpart just never would!

You see, Mrs. B. is a Wage Earner housewife. Her family is considerably younger and larger than average. Her husband is a working man–with an appetite made hearty by physical labor and with no fear of rich sauces and high caloried desserts. And to Mrs. B. the well-stocked larder stands as symbol not only of a happy, healthy family, but also of a solid, average-American social status!

THEY'RE DISTINCTLY DIFFERENT

As a magazine audience, Mrs. B. and millions of young Wage Earner housewives like her are separated from the readers of traditional "white collar" magazine readers by an invisible wall of social class and custom. Consequently, Wage Earners largely reject the editorial approach and content of "white collar" magazines. For example:

76% of TRUE STORY WOMEN'S GROUP readers never see any of the major Women's Service magazines *

70% of TRUE STORY WOMEN'S GROUP readers never see any of the major Weeklies or Bi-weeklies *

Successful advertisers–of all sizes and in gratifying numbers–are repeatedly endorsing the fact that the TRUE STORY WOMEN'S GROUP is moving their merchandise . . . profitably . . . in the great, separate, Wage Earner market.

Are you sure you're reaching this market . . . in depth . . . with your present media schedule?

* *Source: Social Research, Inc.; Kemp Audience Report*

stint the table"— ask for "seconds"!

True Story
WOMEN'S GROUP
40 years of serving Wage Earner America

TRUE STORY
TRUE ROMANCE
TRUE EXPERIENCE
TRUE LOVE
TV RADIO MIRROR
PHOTOPLAY

In '58, Outdoor Field Shifted Execs, Fought Hostile Law, Saw Sales Dip 3%

(Continued from Page 3*)*

creased use of outdoor by other media, notably newspapers, radio stations, tv networks and magazines. The over-all increase of media's use of outdoor during the past year reportedly was up 741.1%.

▪ Technical advances in the medium have also been significant, including use of vinyl-clad metal as poster panel molding; three-dimensional plastic cutouts for posters; an increase in illumination intensity standards, and the introduction of several experimental developments still in process of testing.

▪ Probably the most significant development during the past year was passage of the Federal Highway Act. The new Department of Commerce standards regulating outdoor advertising on the new interstate highway system must be agreed to by each state in order that the state may receive a bonus of 0.5% of the total cost of construction in return for adherence and enforcement of the federal standards regulating outdoor advertising along the highways in the state.

However, since the highway act and the standards proposed apply only to the as-yet-unbuilt interstate highway system, they do not affect the essential urban coverage of the standardized medium. Nevertheless, the outdoor industry has protested and is still protesting what it regards as discrimination.

▪ Virtually the whole advertising business rallied to the support of the outdoor industry. Formal protests against regulation of outdoor advertising were filed with the Department of Commerce by Advertising Federation of America, American Assn. of Advertising Agencies, American Newspaper Publishers Assn., Assn. of National Advertisers, Associated Business Publications, Brand Names Foundation, Magazine Publishers Assn., National Business Publications and numerous advertising and business clubs.

▪ Under leadership of the Outdoor Advertising Assn. of America, its 800 members united in a national educational campaign designed to reach legislators and the general public. A large number of pamphlets were produced for general and specific distribution.

As a result, (1) state action was affected by local campaigns and protests by advertising and business groups; (2) questions were raised by traffic and highway officials as to the administrative practicability of the federal standards, and (3) bills were introduced in both houses of Congress to amend the highway act to exclude outdoor restrictions from municipal and commercial and industrial areas along the new federal highway.

Obviously, it became apparent that it was pointless for a state to contract with the Department of Commerce on the basis of a set of standards which might be altered by congressional amendment to the highway act. Maryland and Connecticut have been the only states to pass a law designed to qualify for the federal highway bonus. Ten state legislatures have adjourned without taking action, and 14 are still considering action. Two states—Missouri and North Carolina—have turned down proposed legislation.

▪ Significant action affecting the whole area of outdoor regulation along the interstate highway took place May 20, when the House committee on public works reported out by a vote of 23 to 10 the Wright bill, which would amend the 1958 federal act to make clear that the regulation of outdoor advertising in the federal act would not apply to areas along the highway passing through municipal boundaries and areas zoned as commercial or industrial. This clarification coincides with the policy advocated from the beginning by the standardized outdoor advertising industry.

▪ The resignation of Warner R. Moore, president of OAI, without an explanation (AA, July 14, '58) created something of a furor in the outdoor field. Mr. Moore has made no announcement of his plans, but reportedly he recently opened an office in Philadelphia and plans to invest in properties in that area, including newspapers. He was at one time advertising director of the *Philadelphia Inquirer*, and resigned as business manager and a director of the *New York Herald Tribune* when he joined OAI in 1955.

Following Mr. Moore's resignation, John L. Bricker, formerly head of Kenyon & Eckhardt's West Coast operations, was appointed exec vp of OAI, effective last September (AA, July 28, '58). But at the end of April Mr. Bricker resigned, effective May 15, and rejoined Colgate-Palmolive Co. (where he had held various positions earlier in his career) as director of market planning in the corporate marketing department (AA, May 4).

Felix W. Coste, who retired at the end of 1958 as vp and director of marketing of the Coca-Cola Co., became president of OAI at the beginning of this year (AA, Oct. 27, '58, Feb. 2).

▪ Since Mr. Coste took over as head of OAI, it has increased its advertising budget 30%; moved its advertising account from Al Paul Lefton Co. to the Marschalk & Pratt division of McCann-Erickson; broadened its research; intensified its sales promotion; modernized its statistical methods, and moved to larger quarters, at 360 Lexington Ave., New York 17.

In its role of national sales organization for the standardized outdoor medium (posters and painted bulletins), OAI emphasizes service to the advertiser, agency and plant operator, particularly cost-free technical and creative services.

Under the direction of Garrett Orr and George Straub, OAI's eastern and western art directors, the organization has expanded its creative services.

As Mr. Coste has said, "We are serving advertisers who think and plan in terms of the merchandising package. To carry out a successful marketing program, they demand and must depend on vertical selling from the top right down to the consumer. OAI is developing a merchandising system which, with plant operators' support, will meet this challenge."

Although specific figures are not available, the number of OAI membership plants today is reportedly the highest in the company's 28-year history. OAI members represent 85% of total national outdoor volume.

▪ New trends are developing in the national outdoor sales picture. Despite the recession last year, a number of new outdoor advertisers have entered the field. Among these have been the Great Atlantic & Pacific Tea Co., Kellogg Co., the Chef Boy-Ar-Dee division of American Home Foods, B. F. Goodrich Co., Simoniz Co., Ronson Corp., Diamond Match Co., Kelly-Springfield Tire Co., Pure Oil Co., Rath Packing Co. and Shulton Inc., all of which are conducting major national outdoor campaigns.

During the past year, 13 different categories have expanded tremendously—three in particular: Media, household furnishings and miscellaneous automotive products. Following is the list of categories that have expanded:

Classification	Increase
Agriculture	60.3%
Beer	1.0
Cleansers	10.5
Household furnishings	280.5
Insurance	37.0
Jewelry, optical goods	80.3
Medical-drugs	109.3
Professional, consumer services	19.1
Media	741.1
Sporting goods	7.2
Tobacco, tobacco products	92.5
Toiletries	49.3
Automotive miscellaneous	261.4

Industrial advertisers are also continuing to increase their investment in outdoor, employing the medium to promote the sale of their own and their manufacturer-customers' products and to reach specific occupational groups through coverage designed to cover the travel patterns of these groups. Outstanding outdoor advertisers in the industrial field include E. I. du Pont de Nemours & Co., Monsanto Chemical Co., Dow Chemical Co., Burroughs Corp. and Cone Mills Inc.

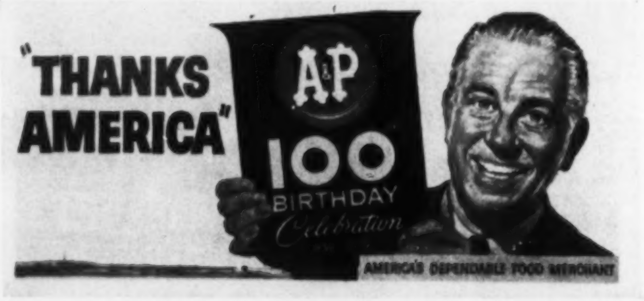
▪ Another current development is that a large number of advertisers are expanding their use of outdoor for public relations purposes, either as part of their consumer advertising programs or in the form of direct pr campaigns.

A&P initiated a "Thanks America" saturation poster program

VISTA cleans and waxes
in one quick step!
VISTA

Byron Dobson Shropshire Treat

THREE-DIMENSIONAL 24-SHEET—*The Simoniz Co. is using what some authorities regard as the first really three-dimensional outdoor panel to be mass produced for posting on a national scale. Shown are Robert B. Byron, director, Chicago office media relations and planning, and Richard Treat, account executive, Young & Rubicam; Lawrence Dobson, director of sales, General Outdoor Advertising Co., and Robert C. Shropshire, exec vp, Simoniz Co.*



A&P'S FIRST USE OF OUTDOOR—*The Great Atlantic & Pacific Tea Co. in January mounted the largest food chain campaign ever conducted in outdoor advertising. It was the company's first use of the medium. It covers all primary, secondary and tertiary markets in all unit cities and all divisions of the company and will continue through 1959. Special attention was given to mapping poster showings to cover all A&P supermarkets and their approaches. Paris & Peart is the agency.*

Tonight's the night!
Chef
BOY-AR-DEE
Ravioli

ONE OF HEAVIEST OUTDOOR FOOD PROMOTIONS—*The Chef Boy-Ar-Dee division of American Home Foods in January launched one of the heaviest food promotions now being used on outdoor. It also marks the division's initial use of the medium for this product. The campaign is being shown in 300 selected markets, and is backed by color pages in national magazines and by television and radio spots. Young & Rubicam is the agency.*

Steal a heart
Borden's
CHERRY TART
ICE CREAM

ELSIE LAUNCHES BORDEN'S FIRST—*A life-size model of Elsie the Cow was used with the first two posters in the Borden Co.'s first-time national outdoor campaign covering 200 markets. The campaign, which will continue through 1959, will concentrate on fluid milk, ice cream and cottage cheese. Double posters are being used on arteries leading to supermarkets. The campaign is also being heavily merchandised. Young & Rubicam is the agency.*

Yes you!
slow down
and live
A PUBLIC SERVICE OF OUTDOOR ADVERTISING

PUBLIC SERVICE POSTERS—*The standardized outdoor industry supported 22 separate public service campaigns in 1958, most of them in cooperation with the Advertising Council. During the past year the medium's national contributions included 86,000 posters. Combined local and national contributions in '58 amounted to $3,000,000 of free outdoor advertising space.*

Outdoor Advertising

INCOMPARABLE

Donnelly Adv.

Since 1850

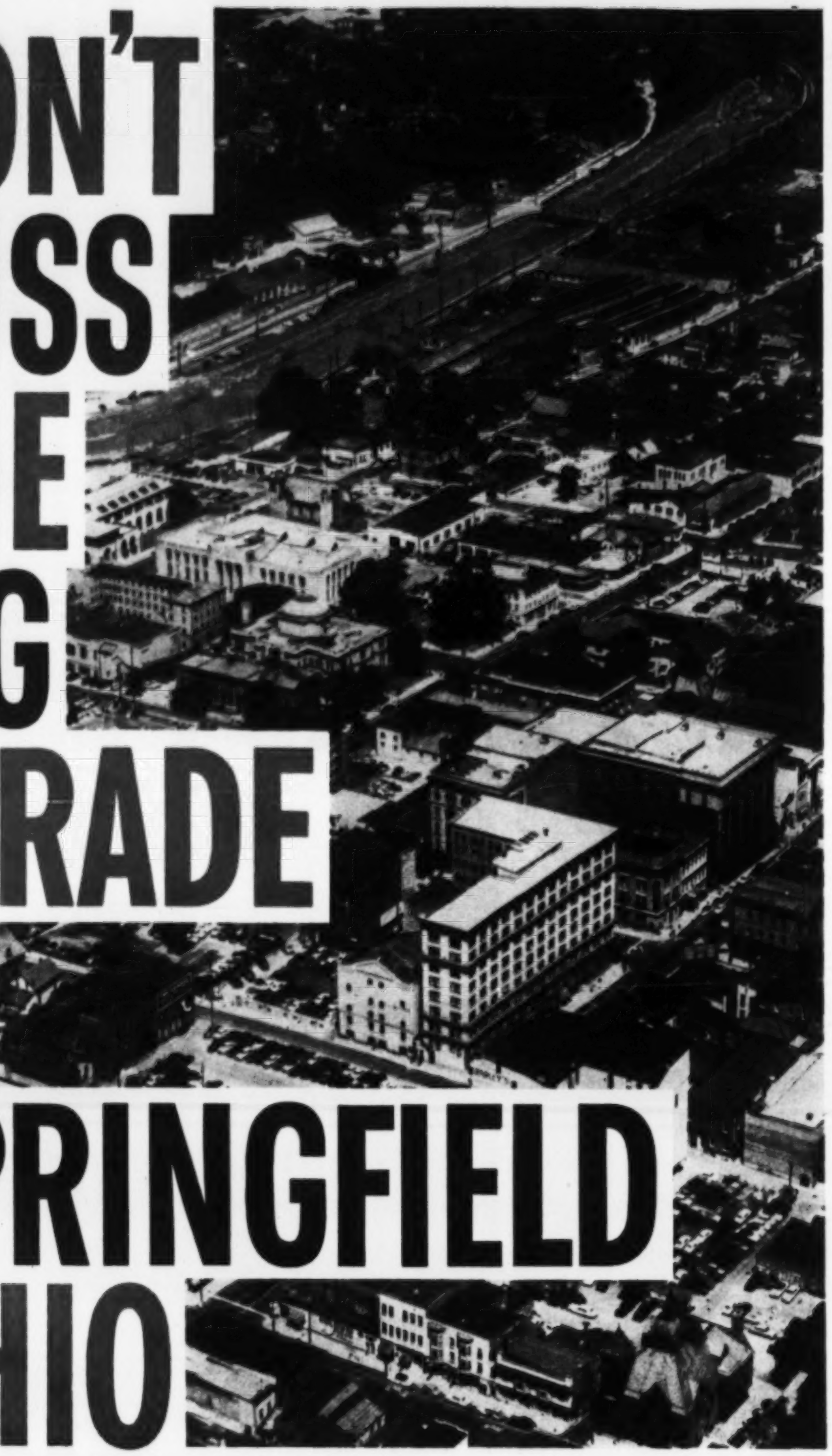
REACHING PEOPLE OUTDOORS IN KEY EASTERN MARKET AREAS

With Offices in BOSTON • BALTIMORE • MIAMI • NORFOLK • SCRANTON
WORCESTER • PORTLAND • NASHUA • BURLINGTON • NEW LONDON • NEWPORT NEWS • PORTSMOUTH

outdoor advertising reaches the most people
most often—at lowest cost

©1959 John Donnelly & Sons Boston, Mass.

DON'T MISS THE BIG PARADE IN SPRINGFIELD OHIO



Wise community planning, smart area development and a fine balance of industrial, agricultural and commercial activity are the prime reasons why the Springfield market can be described as dynamic, yet stable. These factors add up to unusual job and family security, both of which encourage active spending.

The population of this trading area is 180,000 persons, with a total effective buying income of $295,000,000. Total retail sales amount to $207,000,000. This local spending almost parallels the national metropolitan average, dollar for dollar. In Springfield's metropolitan area, the effective buying income per family amounts to $5,981.

Springfield has over 300 diversified industries. No one industry dominates employment or wages. More than 40 plants employ 100 or more workers. Chemicals, caskets, inks, incubators, machine tools, trucks, thermometers, awnings and aprons are among the products manufactured locally which contribute to Springfield's stable economy.

This is a busy, thriving, modern city with beautiful residential districts, good streets, fine public buildings and a well-rounded background of cultural, recreational and religious facilities. Springfield and its market area are typical slices of America. Their breakdown of population groups, professions, occupations and interests closely parallels the national norm.

If you want your share of this rich part of the Ohio market, the Springfield News-Sun and Parade will give it to you. Each Sunday they call on some 40,000 homes in the area. Each Monday they begin to move goods off dealers' shelves.

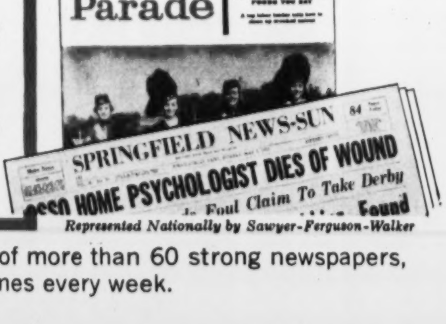
How Big is PARADE in Springfield?

Per cent of families reached

POST...10% LIFE...14% LOOK...16%

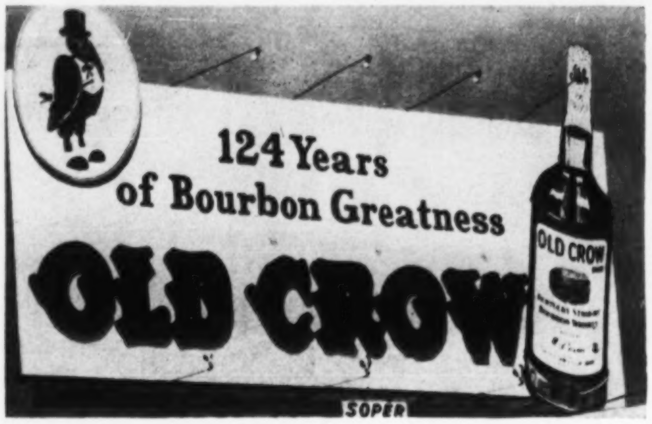
PARADE...87%

(HOME COUNTY)


The Sunday Newspaper Magazine
Parade
SPRINGFIELD NEWS-SUN
HOME PSYCHOLOGIST DIES OF WOUND
Foul Claim To Take Derby
Found

Represented Nationally by Sawyer-Ferguson-Walker

PARADE . . . The Sunday Magazine section of more than 60 strong newspapers, reaching 9½ million homes every week.



MULTI-COLORED PLASTIC LETTERS—*National Distillers Products Co. is using plastic letters for its Old Crow bourbon. The letters change from blue to red to magenta under night illumination. During the day the letters are dark blue, and the painted bulletin has all the effectiveness of a regular painted display. Lawrence Fertig & Co. is the agency.*

early this year that capitalized on the 100th anniversary of its founding. The largest outdoor campaign ever conducted by a food chain, it is being handled by Paris & Peart.

General Tire & Rubber Co., for the fifth consecutive year, promoted the trucking industry's importance in America's growing economy with a special poster campaign.

Another famous public relations program in outdoor is Esso Standard Oil Co.'s highway safety campaign, now in its 12th year. This summer Esso will devote a portion of its locations to posters featuring Pat Boone, film-radio-tv star. In the posted message, to appear in 18 states, Mr. Boone will appeal to teen-agers to exercise caution while driving. McCann-Erickson is the agency.

■ The National Assn. of Professional Baseball Leagues is promoting attendance at minor league baseball games through the medium of a poster campaign prepared by Byer & Bowman Advertising Agency, Columbus, O. The association is underwriting the cost of the poster, and space costs are borne by the local ball club or by local sponsors, such as sporting goods dealers.

An example of using posters to foster good employe relations was Gunther Brewing Co.'s recognition of 15 employes for special honors. A poster featuring his picture was located near each employe's home.

A forthcoming pr poster promotion is that of American Petroleum Institute, scheduled to start July 15, to celebrate the 100th anniversary of the first oil well drilled in the U.S., at Titusville, Pa. The campaign, created by Sullivan, Stauffer, Colwell & Bayles, will feature a Norman Rockwell painting which has been adapted as the centennial's official theme. From August on, many oil companies will allocate a portion of their outdoor space to displays of the poster along with their own imprints.

American Petroleum Institute also plans a public information program for the fall. Motorists in each state will see posters pinpointing the amount of taxes they pay in that state for 10 gals. of gas.

■ Among developments of the past year, four are particularly noteworthy:

1. More advertisers are employing two or more posters simultaneously in a market instead of the traditional one poster design per month. Multiple poster plans reportedly provide economies in printing and enable an advertiser to vary his product emphasis both within a market and from market to market.

Advertisers using this method include American Oil Co., Borden

HANSONTYPES

FOR

PUBLICATION MOLDING

ARE

IDENTICAL TWINS

OF YOUR

PROCESS ORIGINALS

Identical in dot structure...
in register...in precision
finish. Write or phone for
full information.

HANSON *ELECTROTYPE COMPANY*
9th & Sansom Streets, Philadelphia 7, Pa. WAlnut 2-5567

The **PROGRESS • HANSON • PROGRESSIVE** *Group*
PHILADELPHIA
NEW YORK • NEWARK • WILMINGTON • BALTIMORE • WASHINGTON • RICHMOND

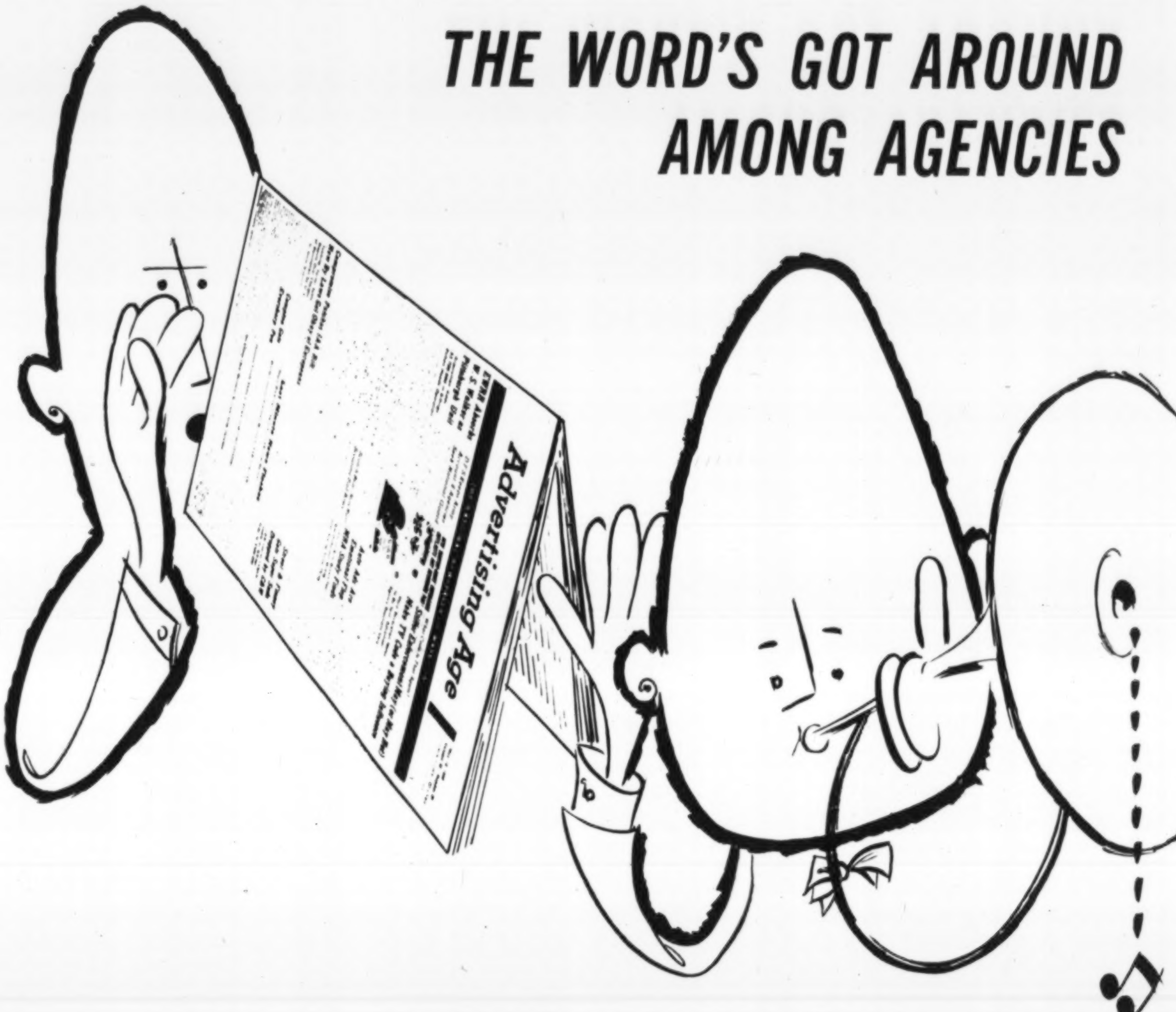
PROGRESS Plate Making Company
923 Filbert Street, Phila. 7
WAlnut 2-8447

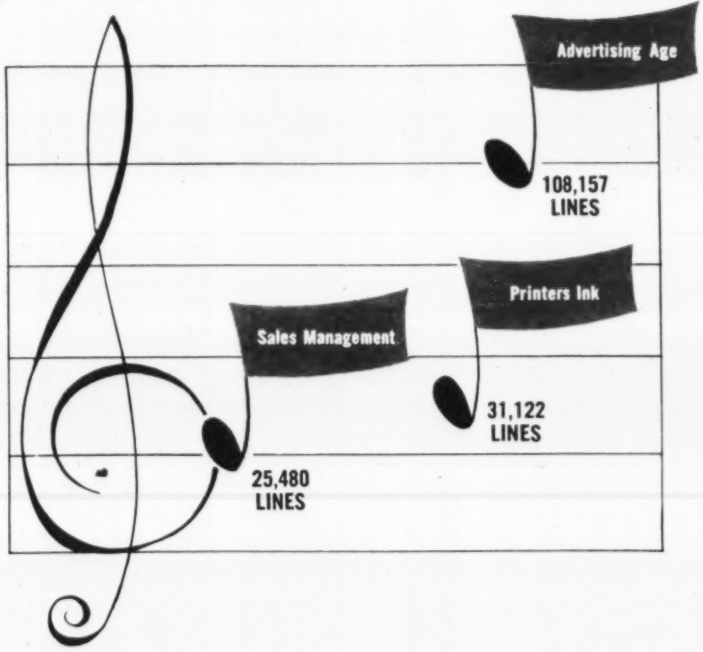
HANSON Electrotype Company
9th & Sansom Streets, Phila.
WAlnut 2-5567

PROGRESSIVE Composition Company
9th & Sansom Streets, Phila. 7
WAlnut 2-2711

NEW YORK: MU Hill 2-1723 • NEWARK: MA 3-5334
WILMINGTON: OL 5-6047 • BALTIMORE: SA 7-5302 • WASHINGTON: EX 3-7444 • RICHMOND: MI 4-2771

THE WORD'S GOT AROUND AMONG AGENCIES





When agencies advertise their services in the advertising press, they use Ad Age more than any publication in the general advertising-marketing field.

Last year, for example, when it came to placing their own promotional dollars, they proved their overwhelming preference for Ad Age by—

—earmarking 60.5% of **all** agency promotion linage in the advertising-marketing trade press for Ad Age

—placing an additional 30,485 lines in Ad Age over the previous year

—running 101 pages of agency promotion in Ad Age compared to 74 pages for the next ranking publication in the field.

Why have ad agencies made Ad Age the Space Setter?

Because they know it's the most direct way to saturate the important people in advertising and marketing. They know it's the best read, the most responded-to publication in the field.

Paid circulation figures prove it. Over 60 reader-preference surveys prove it. The biggest promotion linage by advertising agencies (by newspapers, by magazines, by radio-tv, by outdoor, by farm publications, by business papers) proves it.

If the word on AA's selling power hasn't got around to you—now is the time to reach for your 'phone. Our representative is waiting to give it to you.

Advertising Age
Coffee Marketer Yanks Ads, Hits 'Unfair' Rates

important to important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

1 Year (52 issues) $3

ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

... when it takes advantage of the unique opportunity the business press offers to put a sales story directly into the hands of specific buyers for specific products. *Especially* when it is written with full recognition of what it takes to make advertising work most effectively to sell business.

What *does* it take? You'll find some excellent examples in two new ABP booklets—presenting the award-winning campaigns in the 1958 competitions for advertising in "merchandising" and "industrial" publications. Included are analyses of campaign objectives and the factors that made the ads work. Send for the ABP AWARDS BOOKLETS. Yours for the asking.

Here are additional ABP ad-aids available without charge:

1. INTENSIVE ADVERTISING ... This is a booklet that gets back to fundamentals ... sets down the a-b-c's of sound advertising ... points the way to greater returns from your ad-investment. If you haven't read it, you should. If you have, you'll find it well worth re-reading. It will jog some of the basics back into perspective.

2. BUSINESSPAPERS AT McCANN ... What is the role of businesspaper advertising in today's creative marketing? How useful are businesspapers to reach particular and essential audiences? How do businesspapers themselves serve the creative advertising processes? Here is how one of America's largest advertising agencies evaluates, uses, and is organized to handle business publication advertising—by 3 top executives of the agency.

For your copies, write to any ABP member publication or to the ABP Business Service Department ...

THE
ASSOCIATED
BUSINESS
PUBLICATIONS

EDITORIAL ABP LEADERSHIP
AUDITED PAID ABC CIRCULATION

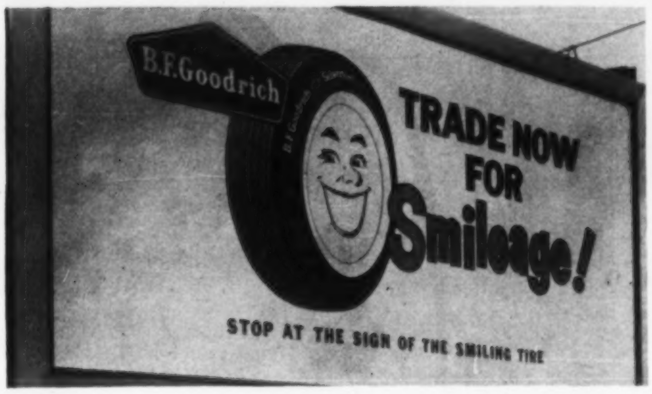
205 East 42nd Street, New York 17, N. Y.
201 North Wells St., Chicago 6, Illinois
1004 National Press Bldg., Washington 4, D. C.

Co., Chef Boy-Ar-Dee division of American Home Products, and the Kellogg Co.

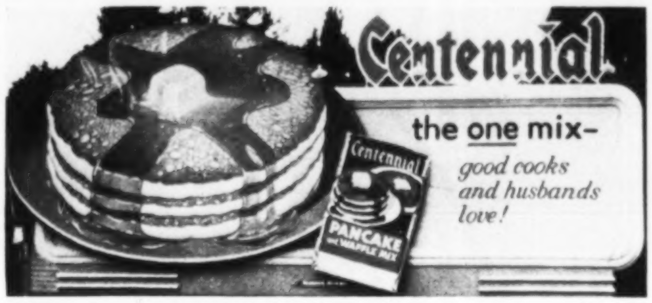
2. In several instances, posters are being designed so that changes and additions can be applied at intervals during the standard 30-day posting period. Supermarkets have found this method an excellent way to vary the emphasis on certain products from week to week. Thoroughfare Markets, Pittsburgh, for example, has experimented successfully with this technique.

3. A tendency on the part of advertisers to go in for so-called saturation poster showings has become more marked during the past year. With the No. 100 poster showing as standard, some advertisers have increased their coverage to a No. 200 showing or more, with the result that they are able to deliver a massive impact on their markets. An outstanding example of this technique was the use of No. 200 showings in a number of markets last Christmas by the Four Roses division of the House of Seagram.

4. Tailoring market coverage to reach specific occupational, language, or social groups, as well as retail areas, has received added attention this past year. Food advertisers are emphasizing coverage of supermarkets and the approaches to them much more than formerly, and tire manufacturers are fashioning their showings to cover retail outlets as well as over-all market areas.



IN 100 MARKETS—*In May B. F. Goodrich Co. launched a national outdoor campaign in 100 markets. The company's dealers will also participate in the program with name imprints in many areas. Batten, Barton, Durstine & Osborn is the agency.*



ROTARY PAINTED BULLETIN—*Centennial Mills, Portland, Ore., miller, is using rotary painted bulletins in five markets in the Northwest to promote its pancake and waffle mix. The displays are rotated to new locations monthly. The bulletins are rotated among the five cities for added coverage. Cole & Weber, Portland, is the agency.*

- Outstanding progress continues to be made in physical and technical areas. The constant effort to build more attention and interest value into the standardized poster and painted display has been accelerated this past year. These include new construction methods, new materials, chiefly aluminum and plastics, more intense and efficient illumination, and greater realism in the use of three-dimensional effects.

Concerning illumination, there has been a 40% increase in conversion from the goose neck type of panel lighting to the fluorescent method, which provides stronger, more even and more realistic illumination of a colored advertisement. Reflecting the growing night circulation on U.S. thoroughfares, coupled with the increase in nighttime shopping, the number of illuminated panels increased from 78,000 in 1957 to 90,000 in 1958, OAI reports.

- The public service record of the outdoor industry continues to be outstanding. In 1958 the industry supported 22 separate campaigns, a majority in cooperation with the Advertising Council. Some of these campaigns, such as that for traffic safety, were maintained on a year round basis. #

Nichols Heads Library Week

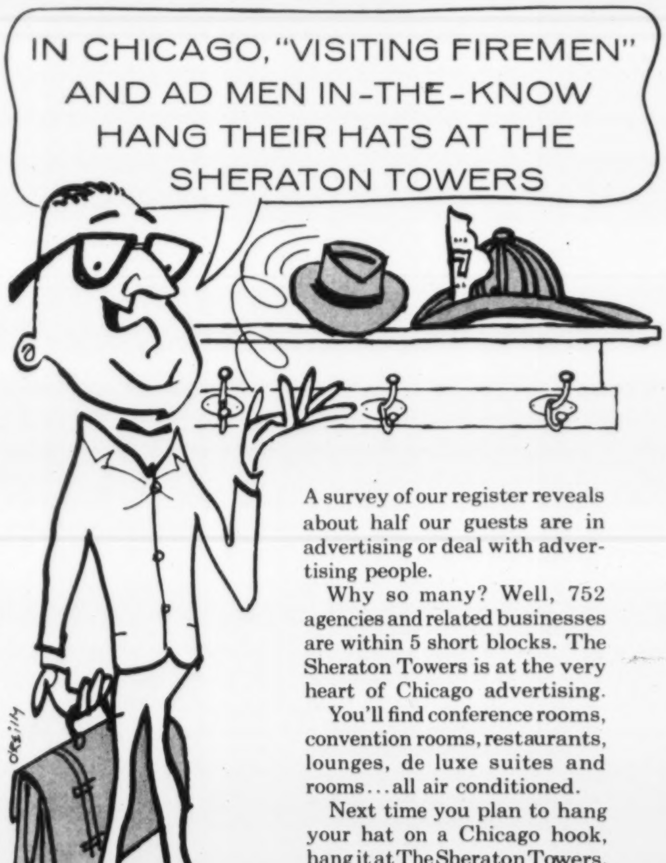
William I. Nichols, editor and publisher of *This Week Magazine*, has been named chairman of the steering committee for National Library Week, April 3-9, 1960.

'Post Exchange' Moves

Post Exchange has moved its business and editorial offices to 91 E. Front St., Red Bank, N. J. The magazine's ad office remains at 141 E. 44th St., New York.

Randall to Robert Grady

Ward Randall, formerly an account executive with Fuller & Smith & Ross, has joined Robert B. Grady Co., New York, as account executive.


IN CHICAGO, "VISITING FIREMEN" AND AD MEN IN-THE-KNOW HANG THEIR HATS AT THE SHERATON TOWERS
O'Reilly

A survey of our register reveals about half our guests are in advertising or deal with advertising people.

Why so many? Well, 752 agencies and related businesses are within 5 short blocks. The Sheraton Towers is at the very heart of Chicago advertising.

You'll find conference rooms, convention rooms, restaurants, lounges, de luxe suites and rooms...all air conditioned.

Next time you plan to hang your hat on a Chicago hook, hang it at The Sheraton Towers. You'll be among friends.

SHERATON TOWERS

505 N. MICHIGAN AVE., CHICAGO 11, ILL. • WHitehall 4-4100
Michael T. McGarry, General Manager • Home of The Chicago Press Club

BIGGEST APRON Value in U.S. 7½¢ EA.

FREE SAMPLE

World's greatest premium... PLASTIC HOSTESS APRONS ... for only 7½¢ each ... in quantity! EXTRA-LARGE size. Very attractive. For free-give-aways, tie-ins, store-openings, etc. Write for free sample. No obligation.

L & M COMPANY, Dept. 919
415 N. 8th St., St. Louis 1, Mo.

MEN WHO READ BUSINESSPAPERS MEAN BUSINESS
Thurston

THEY MEASURE "READING TIME" IN DOLLARS AND CENTS

When a man reads his businesspaper he does so with a "dollar and cents" motivation. His businesspaper is one central, concentrated source of information—and he concentrates on it accordingly. For news of his trade or industry. For information that helps him do his job better by keeping him abreast of every phase of his own business, at every level. He combs it for facts about new products, fresh ideas he can put to work in merchandising or management that can mean extra profit to his firm or to himself.

So—he reads carefully, thoroughly, searchingly. And—because he finds the advertising rich in the information he needs—he reads it with the same concentration he devotes to the editorial pages.

That's why your advertising in businesspapers carries so much weight—gets so much more in the way of measurable results.

Good business advertising works best in a good businesspaper.

From your experience in advertising, you know that the businesspaper that gives you the greatest results is the publication with the greatest editorial strength. But—how do you determine which are the strongest, editorially?

One way is by recognition of the ABP symbol. It's been a positive indication of editorial independence and publishing integrity for more than 50 years.

Another simple and practical way: check the paid circulation. People don't keep paying for businesspapers they don't read. All ABP papers are bought and paid for. All are members of ABC. Currently, more than 3 million subscribers spend over $15,500,000 annually to read them.

Place your confidence and your advertising in an ABP paper. You can be sure it's a businesspaper read by men who mean business.

**MOST OF THE BETTER
BUSINESS PUBLICATIONS
DISPLAY THIS SYMBOL . . .**

THE ASSOCIATED BUSINESS PUBLICATIONS
ABP

Industrial Group Elects Isbell

George Isbell, advertising coordinator of Veeder-Root Inc., Hartford, Conn., has been elected president of the Industrial Advertising & Marketing Council, the western New England chapter of National Industrial Advertisers Assn. He succeeds Frank C. Hohmeister Jr., advertising manager of Torrington Mfg. Co., Torrington, Conn. Other new officers include Kent S. Putnam, advertising manager, Associated Spring Corp., Bristol, Conn., vp; M. Raymond Whigham, advertising and sales promotion manager, Allen Mfg. Co., Hartford, treasurer, and Frederick A. Kurt, advertising manager, New Departure division, General Motors Corp., Bristol, Conn., secretary.

Eldridge Moves, Adds Three

Eldridge Co., Philadelphia, has moved to new quarters in its own building, at 1608 Summer St. The agency also has added three new accounts: Chemical & Pharmaceutical Industry Co., New York; Mitchell Specialty division of Industrial Enterprises, and Tagliabue Mfg. Co., New York.

LOUISVILLE

A Major Midwestern Industrial Market in the Ohio River Valley—the Ruhr of America—where one Daily Newspaper Combination reaches 9 out of every 10 families

SELL LOUISVILLE FOR ALL IT'S WORTH!

The Courier-Journal
THE LOUISVILLE TIMES

392,839 DAILY COMBINATION • 311,073 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Nielsen Network TV

Two Weeks Ending May 10, 1959

Copyright by A. C. Nielsen Co.

Nielsen Total Audience*

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	17,444
2	Emmy Awards-10:45 p.m. (Academy of Television Arts & Sciences, NBC)	16,999
3	Emmy Awards-10 p.m. (Academy of Television Arts & Sciences, NBC)	16,465
4	Wagon Train (Ford, National Biscuit Co., NBC)	16,287
5	Danny Thomas Show (General Foods, CBS)	14,285
6	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	14,240
7	Have Gun, Will Travel (Lever, Whitehall, CBS)	14,240
8	I've Got A Secret (R. J. Reynolds, CBS)	13,751
9	Zane Grey Theater (General Foods, S. C. Johnson, CBS)	13,528
10	Cavalcade of Sports (Gillette, NBC)	13,528

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	40.1
2	Emmy Awards-10:45 p.m. (Academy of Television Arts & Sciences, NBC)	38.9
3	Emmy Awards-10 p.m. (Academy of Television Arts & Sciences, NBC)	37.6
4	Wagon Train (Ford, National Biscuit Co., NBC)	37.5
5	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	33.4
6	Danny Thomas Show (General Foods, CBS)	32.8
7	Have Gun, Will Travel (Lever, Whitehall, CBS)	32.7
8	Zane Grey Theater (General Foods, S. C. Johnson, CBS)	31.5
9	I've Got A Secret (R. J. Reynolds, CBS)	31.4
10	Cavalcade of Sports (Gillette, NBC)	31.2

Nielsen Average Audience**

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	16,421
2	Emmy Awards-10:45 p.m. (Academy of Television Arts & Sciences, NBC)	14,819
3	Emmy Awards-10 p.m. (Academy of Television Arts & Sciences, NBC)	14,552
4	Have Gun, Will Travel (Lever, Whitehall, CBS)	13,395
5	Danny Thomas Show (General Foods, CBS)	13,261
6	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	13,217
7	Wagon Train (Ford, National Biscuit Co., NBC)	12,994
8	I've Got A Secret (R. J. Reynolds, CBS)	12,549
9	Zane Grey Theater (General Foods, S. C. Johnson, CBS)	12,104
10	Father Knows Best (Lever, Scott, CBS)	12,015

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	37.8
2	Emmy Awards-10 p.m. (Academy of Television Arts & Sciences, NBC)	33.9
3	Emmy Awards-10:45 p.m. (Academy of Television Arts & Sciences, NBC)	33.3
4	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	31.0
5	Have Gun, Will Travel (Lever, Whitehall, CBS)	30.7
6	Danny Thomas Show (General Foods, CBS)	30.4
7	Wagon Train (Ford, National Biscuit Co., NBC)	29.9
8	I've Got A Secret (R. J. Reynolds, CBS)	28.6
9	Zane Grey Theater (General Foods, S. C. Johnson, CBS)	28.2
10	Red Skelton Show (Pet Milk, S. C. Johnson, CBS)	27.7

* Homes reached by all or any part of program, except for homes viewing only one to five minutes.

** Homes reached during an average minute of the program.

† Percented ratings based on tv homes within reach of station facilities and by each program.

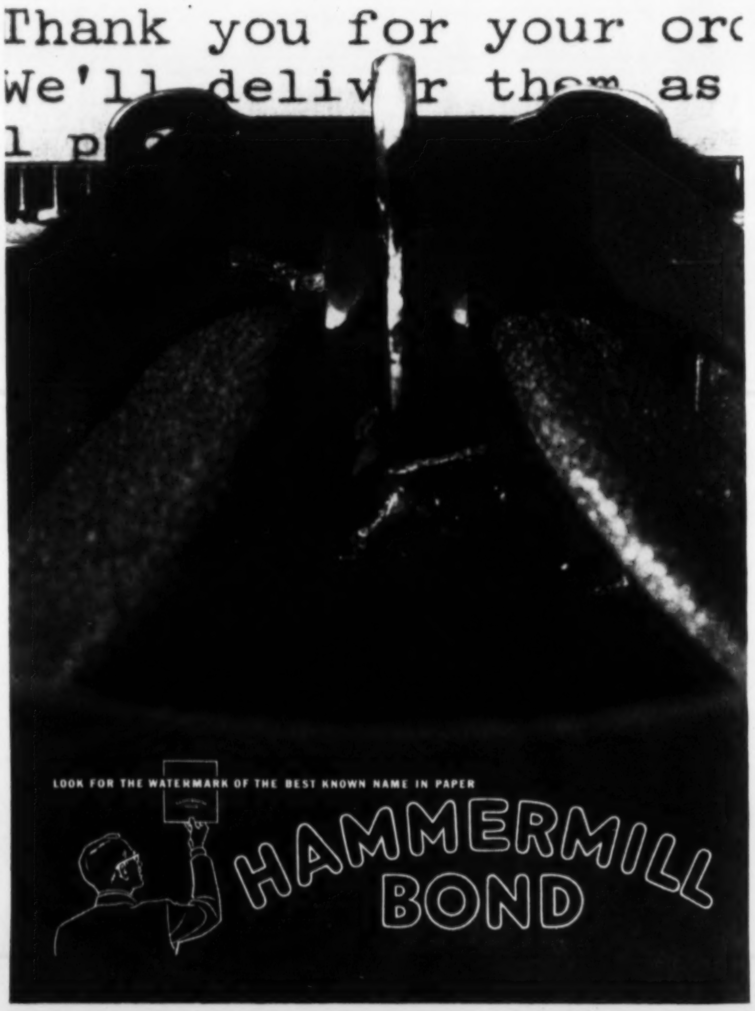
Lambert Joins Halco

Matthew J. Lambert Jr. has joined Halco Products, Orlando, Fla., packer of Southern Gold orange juice, as sales manager in charge of sales, sales promotions and advertising. Mr. Lambert was formerly merchandising and sales promotion manager for Cape Cod Cranberries, Plymouth, Mass.

WHATEVER YOU TYPE...IT WILL LOOK BETTER ON HAMMERMILL BOND

Your typing will look sharper, clearer, and more readable on the new brighter white Hammermill Bond.

Give your letterheads and mailable forms all the benefits of Hammermill Bond. It's made with exclusive Neutracel* pulp, so it not only takes a better impression, it makes a better impression. Ask your printer for Hammermill Bond next time. It costs no more. Hammermill Paper Company, Erie, Pennsylvania.



135 Woolf articles

in handsome library edition

SALESENSE IN ADVERTISING is a careful collection of 135 of the best-liked of the more than 500 widely-read articles James D. Woolf has written for *Advertising Age*. Handsomely bound in cloth. Profusely illustrated. Woolf, for 32 years Creative Director of the Western Division of J. Walter Thompson Co., is well-qualified to express his ideas in this provocative volume. What makes this book different are the things that make Woolf different . . . an undying interest in people, an abiding faith in common sense and human dignity, a great impatience with stupidity, and the ability to express himself so clearly and forcefully that what he writes is instructive and enjoyable at the same time. Price, $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill. for "Salesense In Advertising," available on five days' approval.

SALESENSE IN ADVERTISING
D. Woolf

Arndt, Preston Revamp Aims to Blend Youth With Experience, Client Savvy, Says Lamb

PHILADELPHIA, June 9—Details of how one agency solved its problems of management transition were related to ADVERTISING AGE this week by James G. Lamb, chairman of the board of Arndt, Preston, Chapin, Lamb & Keen.

The transition problem "often manifests itself into a sort of 'contest for power' between younger officers and the company's 'senior citizens'," Mr. Lamb said in a letter to AA. "Usually the result is revolutionary in nature and, of course, destructive in many ways.

"Our board of directors, ranging in age from 37 to 70, resolved to find a formula which would continuously blend the best of youth with the best of age into an ideal company management team," Mr. Lamb continued.

As a result of its studies, the agency last month announced an executive reorganization—effective July 1—which will reduce the average age level of the operations management team from 54 to 45 (AA, May 18).

■ Among the changes: Mr. Lamb (70) will be chairman of a newly created executive committee; John F. Arndt (61) becomes board chairman, giving the president's chair to Kenard G. Keen Jr. (51), vp and director. Four new vps were created to head up sales, finance, client service and operations. All are between 37 and 42.

Mr. Lamb listed three principles which the agency followed in the creation of the management transition pattern:

• 1. "Our top management of senior officers is very close—through years of association and trustful working together—to the top management of many client and potential client companies. We must maintain that valuable relationship.

• 2. "We will blend the experience and ability of our senior officers with the stamina and potential of our younger officers through an on-the-job relationship utilizing the abilities of all in day-to-day management of our company.

• 3. "We will establish a permanent management transition pattern for the guidance of all, including younger agency personnel who make up the potential officers group of a decade or more in the future, so they will understand well their future opportunities within the company."

Said Mr. Lamb: "Our board recognized what we believe to be obvious—that the operation of a highly competitive business of today is mostly a younger man's game. However, the difference between company success and failure often is the proper blending of wisdom from experience with youthful intelligence and aggressiveness.

"We hope that our company has established a precedent which will be a worthy contribution to, and further evidence of, a maturing industrial-business society." #

Gregg Cummings Named to Electro-Motive Ad Post

D. Gregg Cummings

D. Gregg Cummings has been named assistant advertising manager of the Electro-Motive division of General Motors Corp., La Grange, Ill. He will continue in charge of exhibits and the general information service.

Mr. Cummings joined the parts department of Electro-Motive in 1941. He was later transferred to sales promotion as merchandising specialist and then joined the public relations staff as exhibit manager.

APR Elects Officers

William H. Tindall, publishers' representative at 30 Church St., New York, has been elected president of the Assn. of Publishers Representatives, New York, business paper organization. Jay Tuthill, 70 E. 45th St., was elected vp; Peter Bovis, 10 W. 45th St., treasurer, and Richmond W. Landon Jr., Wilson & Stark, secretary.

Rossini Named Adclub Head

Carl Rossini, *St. Paul Pioneer Press-Dispatch*, has been elected president of the Advertising Club of St. Paul for the 1959-1960 term. Other officers elected were Quentin David Jr., David Inc., vp; Gale Libby, Perfection Type, secretary-treasurer, and Ruth Shafer, Wood Conversion Co., recording secretary.

THIS IS THE JINGLE MILL RECORD

$58 PER JINGLE

Price applies to the United States Only

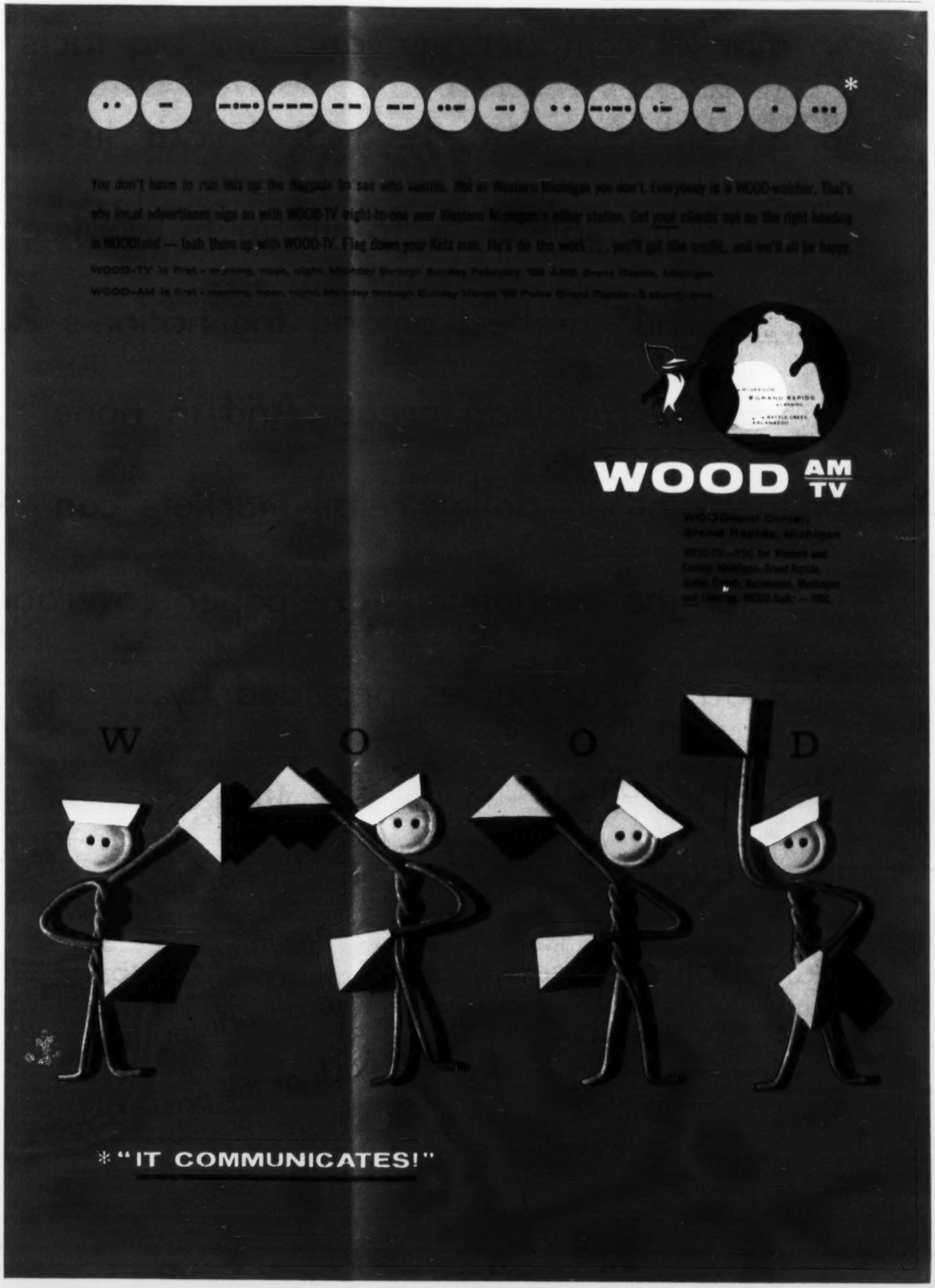
COMPLETELY CUSTOM MADE

OVER 700 STATIONS SOLD
98% OF STATIONS HAVE REORDERED
OVER 10,000 JINGLES ORDERED AND WRITTEN

PUT THIS RECORD TO WORK FOR YOU

Completely custom made jingles for commercial accounts and station breaks—no open ends and no inserts.

JINGLE MILL
201 West 49th St., New York City



You don't have to run this up the flagpole to see who salutes. Not in Western Michigan you don't. Everybody is a WOOD-watcher. That's why local advertisers sign on with WOOD-TV eight-to-one over Western Michigan's other station. Get *your* clients set on the right heading in WOODland — lash them up with WOOD-TV. Flag down your Katz man. He'll do the work . . . you'll get the credit, and we'll all be happy.

WOOD-TV is first - morning, noon, night, Monday through Sunday February '59 ARB Grand Rapids, Michigan

WOOD-AM is first - morning, noon, night, Monday through Sunday March '59 Pulse Grand Rapids - 5 county area

WOODland Center,
Grand Rapids, Michigan

WOOD-TV—NBC for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD Radio — NBC

BOIL DOWN all the figures in market comparisons, and two big facts bring Milwaukee to the top of your list.

Retail store sales per family in Milwaukee are **second*** highest among the nation's 20 largest metropolitan areas. And in none of these billion dollar retail markets can you get the economical **one-paper** coverage of 9 out of 10 homes provided by The Journal in the Milwaukee metropolitan area.

*Excluding mail order sales

THE MILWAUKEE JOURNAL

Seventy-seventh Year—280 Pages

Sunday, March 15, 1959

Pay No More

Latest Edition

One of the nation's top three newspapers in advertising linage in each of the past 10 years.

Margoles Indicted by US on Four Counts of Evasion
On, Wisconsin

Feature Section

Advertising Age

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

C. M: Imperial—It's Elegant
Advertising Is a Consumer Need
Production Potpourri
Open a New Deck—McCarthy

Reappraisal on the Co-op Ad Front . . .

Vast Difference Between Theoretical Virtues and Actual Practices Poses Co-op Ad Problem

Here are Chapters II and III in the discussion of trends in cooperative advertising which E. B. Weiss, Advertising Age columnist, has written for Doyle Dane Bernbach, of which he is director of merchandising. In this instalment of the Weiss study (which began on these pages last week) Mr. Weiss points out the enormous differences between the theoretical values of co-op advertising and what happens in actual practice—including his estimate that as much as $1 billion of the $2 billion annual expenditure for co-op advertising never winds up as advertising at all! Mr. Weiss' interesting study of co-op advertising trends will continue next week.

E. B. Weiss

Chapter II

The Winds That Are Blowing the Straws

By E. B. Weiss

The greatest single cause of the current reappraisal of cooperative advertising by manufacturers is the *enormous gap* between the *theoretical* virtues of cooperative advertising and what happens to the co-op dollar in *actual practice*. This will be covered in our next chapter entitled: Betwixt the Cup and the Lip.

For the moment, suffice it to say that most manufacturers—not all, but indisputably most manufacturers—have a positive reason to conclude that never before in the approximately 50 years of cooperative advertising history has the co-op dollar brought *so little* in linage or time, and *so little* in brand-building, sales-creating advertising as it buys right now.

This, alone, would obviously suffice as reason aplenty to reappraise cooperative advertising policy and practice.

■ However, there are other enormously important marketing trends involved—some related only indirectly to the basic fact that co-op dollars are poor earners, others totally unrelated to this fundamental. Yet each of these trends is applying pressure for a reappraisal of co-op.

Let's examine these winds that are blowing some of the straws:

- 1 This is a self-service, self-selection age. This setup demands a still greater degree of pre-sell for manufacturers' brands. When co-op ad dollars are frittered away, the ad budget cannot achieve the required degree of pre-sell. (This great trend is compelling a restudy of *all* the innumerable *non*-advertising charges that abound in the ad budget and this frequently includes co-op since so often this allowance does not wind up as advertising.)

- 2 Moreover, in this self-service, self-selection age, manufacturers must contend with a continuing droop in shopper brand loyalty, with capricious brand selection by the shopper, with split-second buying decisions by the shopper. These circumstances demand still more brand pre-selling performance from the advertising budget. Co-op linage too seldom makes a *strong* contribution to brand pre-selling.

- 3 We have more advertisers, more advertising in total, more media, higher advertising costs. More competition for the public's mind via advertising compels more effective employment for each advertising dollar. More often than otherwise, the co-op ad dollar is *not* effectively employed. When it is spent for advertising, the advertising tends to be not even third-rate. (In some fields—food, for example—the major part of the co-op ad dollar never winds up as advertising; it is simply additional trade margin. And when it does wind up in omnibus price-list ads its degree of brand-sell is almost nil.)

- 4 In most of the major trading areas, small retailers cannot or are not inclined to advertise cooperatively. Thus, the bulk of the co-op dollar tends to wind up with a tiny group of giant retailers. This situation is not at all to the manufacturers' liking for many reasons, some of which will be brought out later in this chapter and the next chapter. (In major appliances, in a major city, it was found that 1% of all the dealers used at least 65% of the total co-op dollar!) As big retail accounts become bigger, the manufacturer's ad manager wants less and less to do with co-op decisions. He doesn't want to be responsible for losing a major account! The sales manager makes these major co-op decisions—one of the few cases in which one department makes a decision chargeable to *another* department. This is compelling the accounting department to take a new look at co-op.

- 5 More of the co-op dollar allotted to large retailers goes into the cash income till of the large retailer than is true of the smaller retailers. Manufacturers are not eager to strengthen the treasury of giant retailers for a number of reasons, including the important fact that large retailers are tending strongly to the store-controlled brand and a substantial part of the financing of private brand promotion by retailers comes from the co-op allowance. Thus, manufacturers offering co-op to giant retailers are, in effect, underwriting their newest and most serious brand competitor. This is unquestionably a major consideration in the current thinking of many manufacturers planning long-term co-op strategy. It is one of the stronger winds blowing the co-op straw.

- 6 Large manufacturers have reason to be concerned about the Federal Trade Commission. Currently, the Federal Trade Commission has been showing mounting interest in cooperative advertising arrangements. The legal problems inherent in co-op are looming bigger than ever—and the legal departments of some large manufacturers are issuing warnings.

- 7 In several of its excellent studies on co-op, the Assn. of National Advertisers found that many of its members reported a substantial part of their cooperative advertising funds remained *unspent* at the end of the budget period. Several manufacturers who have analyzed the reasons why their co-op funds remain unspent in substantial percentage have concluded that their co-op programs cannot long continue in present form and perhaps in *any* form.

- 8 For years, manufacturers tended to shy away from reappraising co-op because they concluded that competition gave them no area of decision. But now it is being reasoned by some manufacturers that maybe co-op can be eliminated or the percentage cut by offering *some other form* of trade allowance that will buy a more effective in-store producer of volume and which will not be charged to the advertising budget.

  For example, in some fields—notably food—where the co-op advertising dollar so frequently winds up simply as additional margin for the retailer, manufacturers are now thinking along this line. This is very likely one of the reasons for the growing popularity of payments to the food outlet for shelf space—clearly, so long as payments for shelf space actually buy preferred position, more facings, etc., the allowance is buying a positive sales maker, something that can too seldom be said of the co-op allowance.

- 9 Manufacturers know that the co-op budget has become a fantastic catch-all. If a list were compiled of all the charges that wind up in the co-op budget it would be a yard long—and would be amusing if it were not so tragic. In brief, the co-op funds are used for all kinds of activities, few of which can be classified intelligently as "advertising." Merchandise rebates, price reductions, tie-in deals, incentives to push slow-moving merchandise, free merchandise, gifts to buyers, and many other items unrelated to advertising are all charged to the co-op fund.

  A guess-estimate with respect to the co-op budget (lumping in one figure all of the co-op budgets of all manufacturers) would look something like this: (a)—non-advertising charges made against the co-op budget by the *manufacturer* himself: 25%; (b)—non-advertising diversion of the co-op allowance by the *retailer*: 25%. Thus, if it is true that our total co-op advertising bill comes to $2 billions annually—another guess-estimate, of course—then, right off the bat, it is evident that at least $1 billion never winds up *as any form of advertising at all!* This certainly is one of the winds blowing the straws of co-op reappraisal.

- 10 Manufacturers find that too much of the time of their salesmen, their sales, marketing and merchandising executives, their sales department, home office and branch staffs is taken up with co-op. The selling cost, the administration cost, the adjudication cost, the miscellaneous costs involved in co-op (entirely apart from the allowance itself) are staggering. If these costs were properly evaluated it could very well be that our national co-op bill is not on the order of $2 billion—but maybe nearer $4 billion! This consideration, too, represents a wind blowing the straws of co-op reappraisal.

- 11 The growing multiplicity of allowances "suggested" by retailers is, of itself, a factor leading to a reappraisal of the co-op allowance. After all, the manufacturer's sales dollar can be split only so many ways. As retailers become giants; as retailing becomes more concentrated in a few powerful hands—demands for allowances multiply. The stronger the buyer, the more allowances; it's just as simple as that. Naturally, this compels manufacturers to analyze each form of allowance to determine which buys most for the least. In this sort of analysis, the co-op allowance currently does not tend to measure up with certain other allowances.

- 12 There is sound reason to conclude that some brands have become so powerfully entrenched with the consumer that even giant retailers have little choice other than to keep them in inventory. This assessment of their brand strength vis-a-vis the strength of the giant retailer is undoubtedly encouraging some powerful advertisers to reappraise co-op. One manufacturer reports in this connection: "Our brand name is so important that even the strongest retailers are compelled to spend their own dollars to advertise it locally both because of the drawing power of the brand and because competitive necessity compels them to identify their outlets as a source of supply of our brand." Here is another wind that is blowing the straws of co-op reappraisal.
- 13 Medium-size manufacturers—those manufacturers just one or two stages smaller in size than the industry's giants—are finding that their advertising budgets are being hard pressed to remain competitive. (Industry giants, for example, are going in for truly spectacular advertising in the basic media.) This necessitates among this class of advertisers a reappraisal of the total ad budget and, clearly, co-op gets its share of re-evaluation during this process.
- 14 Cooperative advertising linage figures of many, if not most, manufacturers show a declining total over the last several years. Simultaneously, the merits of the linage or time bought with the co-op dollar, and the advertising itself have both been in a clearly visible decline. This is one of the very strong winds that is practically compelling a reappraisal of co-op policy and practice.
- 15 The percentage of the total ad budget snared by co-op has reached a point, in a number of industries, where it simply cannot go higher without endangering the entire brand-selling program. For example, in auto tires fully 40% of the total ad budget goes for co-op. In shoes the figure is probably around 32%; ditto for major appliances. Since the percentage figure cannot go much higher, but since retail pressure to send it higher is relentless, manufacturers are compelled to turn elsewhere to achieve more effective selling and to achieve more satisfactory trade relations.
- 16 The sales department looks upon co-op as a sales weapon rather than an advertising tool, and the advertising department looks upon it as a mongrel advertising device which it is almost impossible to integrate into the over-all advertising program. As a result, ad departments (as mentioned earlier) try to avoid having anything to do with co-op advertising, and sales departments include it as another attraction for buying the product. This situation is becoming so obvious that it demands corrective action. It is leading to decisions to put co-op in sales department charges—which, of course, compels the sales department to be more careful in offering co-op. This, in itself, constitutes a reappraisal.

These, then, are some—*just some*—of the miscellaneous winds that are blowing some of the straws which suggest a spreading reappraisal of cooperative advertising policy and practice by manufacturers.

■ However, probably the most persuasive factor prodding manufacturers to reappraise co-op is that the gap between co-op's *theoretical* benefits and its *actual* contributions has been constantly widening. This is why the co-op ad dollar just never bought so little either in the way of brand building or of creating sales as it buys today.

What, then, does the co-op ad dollar achieve—*in theory?*

And what does the co-op ad dollar achieve—*in practice?*

Let's see—in the next chapter.

Chapter III
'twixt Cup and Lip

Yes, there is many a slip between the cup and the lip. Seldom was this ancient proverb more emphatically verified than by the enormous gap that exists between the basic theoretical virtues of cooperative advertising and its basic performance in every day practice.

Theoretically, cooperative advertising is simply loaded down with benefits to the manufacturer.

In actual practice, cooperative advertising seldom returns to the manufacturer, dollar for dollar, anything remotely resembling the equivalent of what the manufacturer's advertising dollar can buy when it is spent completely under his control.

Most Money Goes to Giants

In considering theory vs. practice in cooperative advertising, it is vitally necessary to bear in mind that, with the majority of manufacturers, from 10% to 20% of their retail accounts eat up from 80% to 90% of the cooperative advertising dollar. This is a fundamental of enormous importance because the cooperative advertising dollar may be a sound investment when it goes to rank-and-file dealers, although even here it is seldom as well invested as the advertising dollar fully controlled by the manufacturer.

However, when the cooperative advertising dollar lines up with the giant retailer—and this, of course, is where by far the lion's share of the cooperative advertising dollar winds up—its effective employment is at an all-time low and is constantly making new lows.

■ Now everybody in marketing is fully aware that one of the broad trends in retailing involves the growing concentration of retail volume into fewer and fewer strong hands. Approximately 100 giant retail organizations account for at least one-third of this nation's total retail volume in the merchandise classifications that they inventory. Some 400 giant retailers account for better than 55% to 60% of the nation's total retail volume in the merchandise classifications they inventory. Over the next several years this concentration of retail volume into a few strong hands will develop at an accelerated pace.

Therefore, so far as the large majority of manufacturers are concerned who are heavily involved in cooperative advertising allowances, the major consideration must be what happens to the cooperative advertising dollar when it is given to the giant retailer—not so much when it is given to the smaller independents.

Viewing, therefore, cooperative advertising theory and cooperative advertising practice primarily from the standpoint of what happens when manufacturers extend the cooperative advertising allowance to the *giant* retailer, here is what we discover:

- 1 Cooperative advertising *presumably* offers the manufacturer lower cost advertising. Originally this was one of its great theoretical advantages. With respect to newspaper advertising in particular, the manufacturer ostensibly would buy newspaper linage at a rate not available to the national manufacturer.

So far as the giant retailer is concerned, this advantage is rarely obtained today. On the contrary, as matters now exist, in more cases than otherwise, local newspaper linage bought cooperatively with the giant retailer has a *total cost that is higher than the national rate.* This is equally true with respect to radio and television time.

—Gus Levy, Godwin Advertising, New Orleans.

"You're not supposed to think! You're only here to be creative."

This was true when the retailer simply took a markup on the local rate and, of course, it is rare that giant retailers do not take this markup which has been known to exceed 100% of the giant retailer's actual local rate. It has become increasingly true since the giant retailer has added production costs and other charges—indeed, right here is the reason so many giant retailers find that their advertising department is their most profitable single department. Certainly the argument that co-op "doubles" the manufacturer's ad dollar has no basis at all with respect to giant retailers.

- 2 In theory, cooperative advertising provides an automatic control of expenditures. The theory here was that the retailer's 50% involvement would function as a sort of automatic governor on the amount spent. It was also reasoned, in theory, that since the cooperative advertising allowance is usually premised on a fixed percentage of purchases, the cooperative advertising budget would follow the actual sales curve more closely than any other type of advertising program.

In practice, and with particular respect to the giant retailer about whom we are talking, that 50% stake tends to be pure myth. By and large, it is entirely correct to say that the giant retailer has *no stake whatsoever* in the space he buys for cooperative advertising. Expressed another way—cooperative advertising space used by giant retailers is paid for 100% and sometimes 125% and even 150% by the manufacturer.

Indeed, since the giant retailer more often than otherwise makes *a rather handsome net profit* on cooperative advertising, instead of there being an automatic safety valve on the amount spent, there is actually a *strong incentive* on the part of the giant retailer to ignore many, if not most, sane limitations in cooperative advertising expenditures!

In theory, co-op allowances should bear a strict relationship to a fixed percentage of purchases. But, in practice the co-op allowance to the giant retailer becomes very much a matter of negotiation and this is why the very strictly kept figures of manufacturers on co-op allowances to giant retailers will show astounding differences in the allowances granted to large retailers of similar size.

In practice, then, the theoretical advantage of automatic control of expenditures simply doesn't exist—not where the giant retailer is involved. If anything, in this particular situation, the co-op allowance automatically results in a *discouraging loss of control* of expenditures.

- 3 Theoretically, the cooperative advertising allowance wins an extra degree of cooperation from the retailer. This extra degree of cooperation presumably stems from the fact that the dealer's interest in a brand bears some relationship to the dealer's advertising investment in that brand. He presumably gives the line sponsored by co-op advertising extra sales attention, extra merchandising cooperation, extra promotional push—because (presumably) he has made an investment of his own money. It has even been said that the co-op advertising allowance almost obligates the retailer to cooperate—and there have even been assertions that it wins extra cooperation from sales people.

Surely, it is obvious that *not one* of these theoretical advantages exists in fact where the giant retailer is concerned. Some of these theoretical advantages might exist in practice, if the giant retailer were *really* matching advertising dollars with the manufacturer. But where the giant retailer has little or no actual share in the cooperative advertising cost (and we have already made it plain that this is the typical situation), then it is clear that the co-op allowance does not stimulate the interest of the giant retailer in the manufacturer's brand, it does not stimulate merchandising cooperation or promotional cooperation.

- 4 In theory, the co-op allowance brings about a closer relationship between the retailer and the manufacturer. This, in turn, presumably reduces dealer turnover, makes the retailer a partner in the success of the manufacturer, helps keep competition out of the store. In practice, and again thinking primarily of the giant retailer, these theoretical advantages *rarely* exist in day-by-day practice. As a matter of fact, it may be stated categorically that so far as the giant retailer is concerned, good will relations with manufacturers play an insignificant role.

Moreover, these specific presumed advantages of the co-op ad allowance, as well as the other presumed advantages previously listed in this chapter, are really premised on the rather naive assumption that the manufacturer who offers co-op is offering something that his competition does not extend to the same giant retailers. This, of course, is entirely nonsensical—there are precious few, if any, fields in which only one manufacturer is offering a cooperative advertising allowance.

- 5 Theoretically, the cooperative advertising allowance helps to bring in additional dealers. This is one of the few theoretical advantages that, in practice, has some merit.

However, dealers who make an inventory investment primarily on the basis of the co-op allowance are hardly likely to be long-term retail accounts. Moreover, the various committees in giant retail organizations that now pass on new suppliers and new products, including the New Products Committee, by no means concentrate exclusively on the co-op allowance in their deliberations.

- 6 Theoretically, cooperative advertising allowances win a form of local advertising that enjoys a high readership. In practice, of course, where the cooperative advertising dollar winds up in the purchase of space or time, the advertising itself tends to be an exceedingly low caliber of advertising, bearing practically no relationship to modern professional advertising concepts. This is almost totally true of cooperative advertising run by giant retailers, which is largely omnibus advertising featuring prices.
- 7 Again, in theory, it is reasoned that the co-op ad dollar will be copy local-

WHO WINS? YOU, OR THE ICE BOX?

"And now a word from our sponsor. . . ." All too often, this is the cue for the viewing public to get up and go out to the ice box. . . . If that happens to you, *you're out in the cold* . . . no matter how big your star, or lush your audience rating. . . . To make those precious three minutes produce a *profit* is the main reason we're in broadcasting.

N. W. AYER & SON, INC.

The commercial is the payoff

ized to fit peculiar local conditions, that it will be better timed to fit local conditions, and that it will have all of the presumed virtues of retail advertising. In connection with the last point, the retailer likes to say that national advertising merely develops interest, but that retail advertising *sells.* Again, referring to the retail advertising of our giant retailers, it can hardly be debated that there is no form of advertising that does a *poorer* job of selling than the advertising of by far the majority of our giant retailers.

- 8 Once more, in theory, it is claimed that the co-op ad dollar is invested more closely in tune with product distribution. Inasmuch as most large manufacturers have broad distribution these days, and inasmuch as the giant retailer tends to invest the co-op dollar where he chooses, this is another theory that seldom exists in actual practice.
- 9 Getting back again to theory about retail copy, it is, of course, claimed not only that such copy is better localized and that it is more convincing and more impressive—but that it is much more specific. Anybody who has examined some thousands of cooperative ads run by giant retailers would hardly take any stock in this theory.
- 10 Then there is the theory that under a cooperative advertising plan a manufacturer gets better media selection. If this theory ever had any validity it certainly has no validity today, insofar as the giant retailer is concerned. Media selection by the giant retailer is done on a basis that will benefit the *retailer*—not the manufacturer—and as a consequence, the co-op dollar too often winds up in a media program that the manufacturer himself would never buy.

There are a number of other theoretical advantages with respect to the co-op advertising allowance. But when each and every one is related to existing circumstances in the market place, and with particular reference to the giant retailer, they simply have no basis in workaday fact.

* * *

On the other side of the fence, cooperative advertising presents a considerable number of problems to the manufacturer—and some of these problems are indicated by the points we have made so far in this chapter. Other problems include the following:

- 1 Proper controls are often lacking. This includes checking of bills.
- 2 Maintaining legal impartiality is extremely difficult.
- 3 The cooperative advertising budget tends to skyrocket under pressure.
- 4 Control of copy and insertion dates is a headache.
- 5 Proof of performance is more and more difficult to obtain.
- 6 A vast amount of correspondence is necessary to secure tear sheets and correct invoices, much of it touchy.
- 7 It requires too much time by both home office and field organization.
- 8 Good trade relationships are often disrupted. Ill will is engendered between manufacturer and non-advertising dealers.
- 9 Establishing a program equitable to large and small dealers is difficult.
- 10 Dealers are encouraged to shop around for the best deal.
- 11 Even when used by dealers, cooperative advertising lacks consistency of amount and application. Coordination of program is practically impossible.
- 12 Coordination with factory's national advertising is seldom feasible. There is no consistency in the co-op program run by giant retailers.
- 13 Manufacturer's salesmen sell advertising allowance instead of brand.
- 14 It is looked upon as an extra rebate rather than as advertising. It becomes part of the price. It tends to break down the price structure.
- 15 Government regulations and restrictions on cooperative advertising are cumbersome and complex. Dealers tend to try to obtain exceptions which cannot be allowed.
- 16 It is not adapted to building prestige for line. Brand names are lost in omnibus co-op ads and in other co-op ads, too.
- 17 Many stores do not use the cooperative allowance, which unbalances the budget.
- 18 It makes for lack of uniform coverage.
- 19 It is combined with other products in dealer's advertising in a hurtful way.
- 20 It does more for the store than it does for the product.
- 21 The co-op allowance is likely to be destructive to the maintenance of a sound price policy.
- 22 Factory-suggested copy is seldom used by giant retailers.
- 23 Co-op ads lack campaign continuity.
- 24 Copy is seldom up to national advertising standards. Moreover the manufacturer receives disproportionate identification in space used; the dealer's name is likely to dominate.

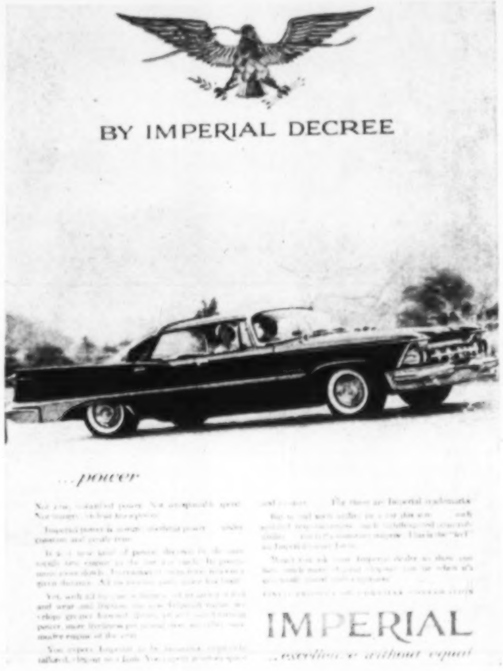
* * *

These, then, are the major differences between theory and fact with respect to cooperative advertising. And it is facts such as these, with respect to co-op, that are forming the basis of the reappraisal of cooperative advertising that is currently taking place.

In listing these differences between theory and fact, we have simply touched on some of the techniques developed by retailers—more particularly by giant retailers—that result in serious abuses of the cooperative advertising allowance. In a later chapter we propose to enumerate some of these evasive tactics developed more especially by the giant retailer—and which make a shambles, in more instances than otherwise, of cooperative advertising theory. #

The Creative Man's Corner . . .

Elegant to a Fault



BY IMPERIAL DECREE

...power

IMPERIAL

...excellence without equal

There is, and has been, an unfortunate tendency abroad in this business from which so many of us, in one way or another, make our living. That tendency is to avoid taking a chance and, somehow, to latch on to a sure thing.

For example, who will deny that the Imperial advertising is a sad and pathetic attempt to duplicate the Cadillac advertising—and, somehow, to duplicate the Cadillac success? But this assumes that the Cadillac success was all planning and no luck. It also assumes that what contributed to success yesterday will be equally effective today—which, let us face it, is a lot of nonsense.

The Imperial copy not only is fashioned after the Cadillac copy; both the Cadillac copy and the Imperial copy are fashioned after the early Lincoln copy. And aren't these times too hard and brittle and sophisticated to foist upon the public such unreal language as, "You expect Imperial to be luxurious, exquisitely tailored, elegant to a fault. You expect generous space and comfort . . . For these are Imperial trademarks . . . Won't you ask your Imperial dealer to show you how much more elegant elegance can be when it's generously spiced with eagerness?"

The Imperial is not only second-hand Cadillac copy—it's third-hand Lincoln copy. And, like its predecessors, it's copy whose words walk on diamond-encrusted stilts. How unreal can you get? #

Tips for the Production Man . . .

A Little Bit About a Lot of Things

By Kenneth B. Butler

No less a proofreading authority than Lasky states that upon the proofreader rests the responsibility to make accurate the following:

"Faulty punctuation, poor sentence structure, ridiculous statements, repetitious words, libelous matter, the slurring of racial groups, and advertising publicity that inadvertently slips in as news."

All this, he says, must be caught and changed.

I certainly agree that someone must catch these things, but if this is the proofreader's job, then the function of an editor or copyreader as I understand the function of those people needs to be sharply changed. All editors should be made writers and all competent proofreaders need to be moved into top posts as editors.

- There simply is no sense rushing material into type and then beginning a scandalous process of murdering and hatcheting leading to a final resetting. The second operation is certainly going to be at the buyer's expense. It is just too wasteful of both time and money to assume any logical place in modern printing production.

The aims are correct; the strategy, I think, is all wrong.

* * *

If delegated to devise a method of detailing operating or construction features of a product being displayed on counter, in window, or at trade show, consider the arresting possibilities of a magnetic display kit recently introduced.

The kit can be made up of any desired number of metal rods which look like spindles except that the ends are blunt, not pointed. The base of each spindle has a small built-in magnet. The spindle attaches and sticks to any part made of steel and they will stick there, vertically or at an angle.

Colorful descriptive sales cards can be prepared to slip over the spindle wire. The cards can be die-cut into eye-catching shapes, and each card can point up a different construction or sales feature.

The rods will not adhere, of course, to parts that are made of wood, fiberboard or non-ferrous metals. The spindles are permanent and can be re-used. They can be bent to any angle or curve. The source of information and samples of this ingenious display item is American Display Co., 108 E. Second St., Dayton 2, O.

* * *

Another interesting portfolio of new creations in pre-printed stationery or "flash bulletins" has come to my desk, these being divided between full color reproductions of outdoor scenes and lively drawings with a cartoon flavor. The paper on which they are printed provides universality of process for imprinting:

STRAIGHT-LINE ADVERTISING
IN MICHIGAN FARMER
PENETRATES

All sales are local. Your ads sell best when they give your sales story in local terms. Localized ads, and MICHIGAN FARMER'S local editorial material, take you direct to the prospect. We have on-the-spot field reports you can use. We'll help you with pictures and testimonials. Changes are made quickly, economically because we print MICHIGAN FARMER by gravure.

5 WAYS TO "STRAIGHT-LINE" YOUR ADVERTISING

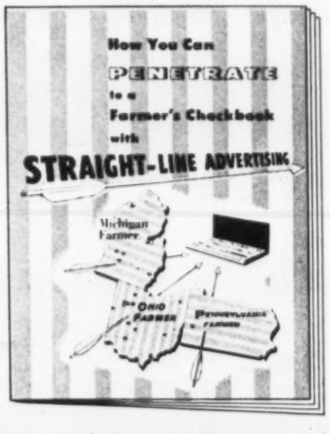
1 **Local pictures**

2 **Local testimonials**

3 **Local prices and terms**

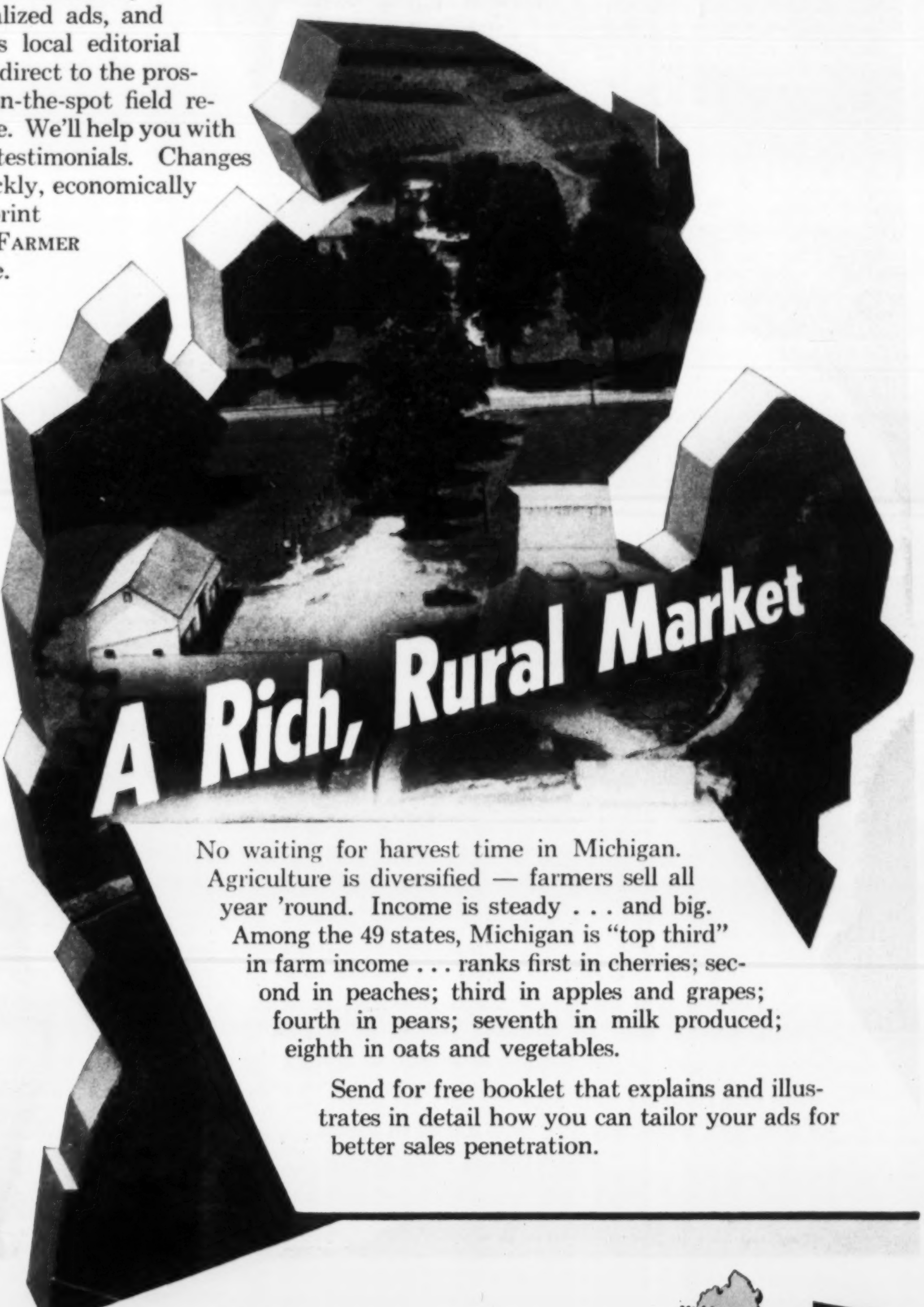
4 **Local dealer listings**

5 **Local coupon returns**



How You Can PENETRATE to a Farmer's Checkbook with STRAIGHT-LINE ADVERTISING

- New evidence proving how national advertisers are making budget dollars go further, dig deeper, yield more sales!



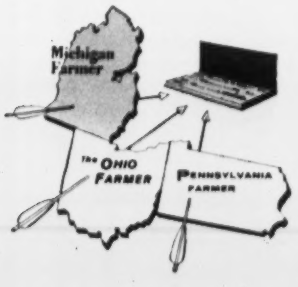
No waiting for harvest time in Michigan. Agriculture is diversified — farmers sell all year 'round. Income is steady . . . and big. Among the 49 states, Michigan is "top third" in farm income . . . ranks first in cherries; second in peaches; third in apples and grapes; fourth in pears; seventh in milk produced; eighth in oats and vegetables.

Send for free booklet that explains and illustrates in detail how you can tailor your ads for better sales penetration.

Michigan Farmer

East Lansing, Michigan

AFFILIATED WITH STAUFFER-CAPPER PUBLICATIONS, INC.



STRAIGHT-LINE *Advertising service available also in* **THE OHIO FARMER** *and* **PENNSYLVANIA FARMER.**

mimeograph, multigraph, offset, or letterpress. Costs on these 8½x11 bulletin headings range from $50 per M in small lots down to $19 per M in quantities of 10M and over. These samples are the work of the Rylander Co., 216 W. Jackson Blvd., Chicago 6.

* * *

The photoengraving industry is to be commended on a fine new booklet, well illustrated, called "Line, Halftone and Color." This is a 48-page refresher on modern engraving, sponsored by the American Photoengravers Assn. It is my understanding that member engravers generally have copies for distribution.

Most of the material is basic, but clearly presented. In addition, the booklet is enlivened with samples of some of the creative techniques and illustrative "tricks" that are possible in the use of photoengravings. The booklet includes an interesting glossary of engraving terms, plus trade customs. #

Salesense in Advertising . . .

Advertising a Consumer Need

By James D. Woolf
Creative Consultant

The consumer *needs* advertising in today's complicated world more than at any other time in the nation's history.

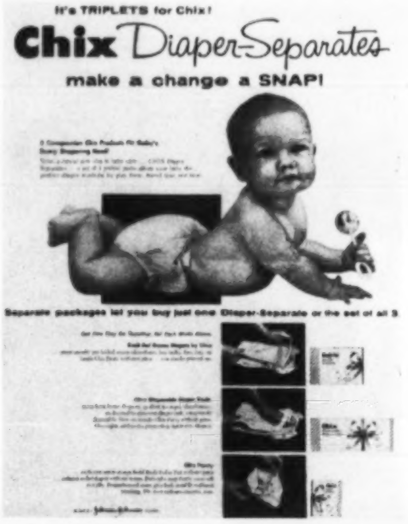
Today as never before a constant stream of new and improved products is pouring into the market. Retail sales people oftener than not are not a ready source of consumer information and guidance. Frequently, in fact, they are likely to be a source of misinformation.

James D. Woolf

It is not strange that this should be so. The average grocery supermarket, for example, carries several thousand different items of merchandise—many of them recent innovations, and so do large hardware and drug stores. Usually it is not possible for salesclerks to advise the consumer on which products will best fill his needs and solve his problems.

- I believe firmly the consumer welcomes advertising that is INFORMATIVE and genuinely HELPFUL. He wants to know specifically how this or that product will help him reap desirable benefits.

Ubiquitous do-gooders and starry-eyed crusaders charge that advertising is resented by the American people. This is probably true in certain deplorable instances. But I am sure there is not a whisper of protest against sincere, informative advertising that is genuinely helpful to the consumer in his quest for better living. Reproduced here are five advertisements of the kind I speak.

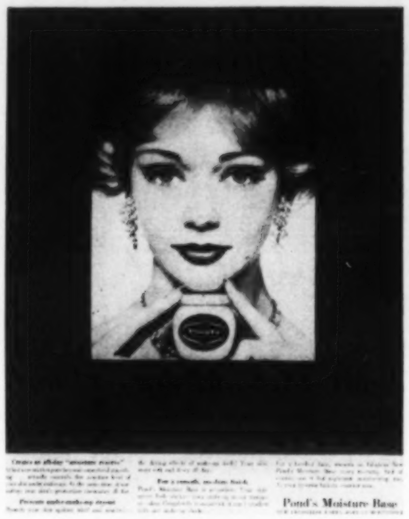

It's TRIPLETS for Chix!
Chix Diaper-Separates
make a change a SNAP!
Separate packages let you buy just one Diaper-Separate or the set of all 3

HELP FOR MOTHERS—*Will young mothers read this ad? You bet your life! The copy is not hard sell, but it is informative, offers the kind of specific facts mothers want. Young & Rubicam is the agency.*

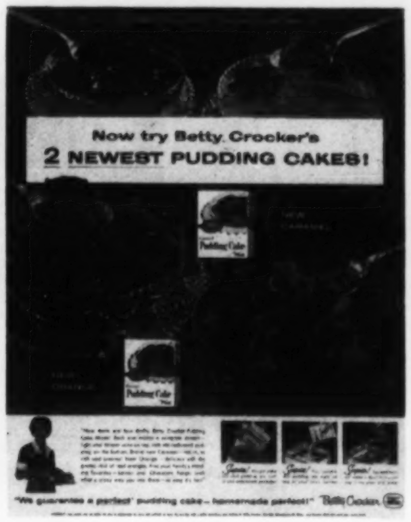
Informative, fact-laden advertising is the best kind of advertising there is. The consumer need for it is real. #

* * *

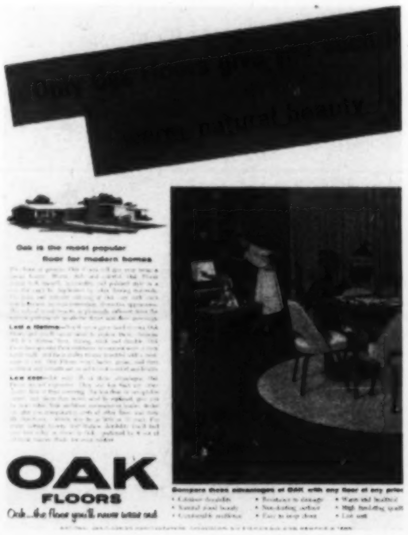
Mr. Woolf's articles are available in a handsomely-bound 383-*page book for permanent reference. Price* $5.95. *Write Advertising Publications,* 200 *E. Illinois St., Chicago* 11, *Ill., for "Salesense in Advertising," available on five days' approval.*



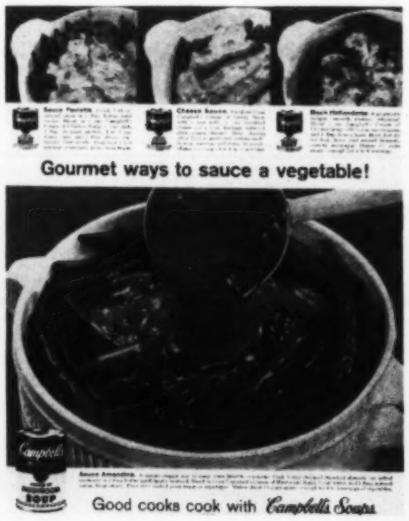
SOMETHING NEW FROM POND'S—*The copy is specific, tells exactly what the product is and what it does, gives information probably unknown to most salesclerks. This is the kind of information women want. J. Walter Thompson Co. is the agency.*


Now try Betty Crocker's
2 NEWEST PUDDING CAKES!
Pudding Cake
"We guarantee a perfect" pudding cake—homemade perfect!" Betty Crocker

INFORMATIVE—*Constantly a stream of new products is pouring into the market. Usually salesclerks know very little about product innovations and are unable to advise customers. Informative advertising like this is a necessity. Knox Reeves is the agency.*


natural beauty
Oak is the most popular floor for modern homes
OAK
FLOORS
Compare these advantages of OAK with any floor at any price

USEFUL FACTS—*Are you pondering the question of what flooring material to use in your new home? Oak—or what? In this page are plenty of useful facts about oak to help you make up your mind. Greenhaw & Rush Inc. is the agency.*


Gourmet ways to sauce a vegetable!
Campbell's
Good cooks cook with Campbell's Soups

NEW USES—*New information about an old product, the kind of information women want in their daily struggle to create interesting meals. This kind of advertising is welcomed—not resented. Batten, Barton, Durstine & Osborn is the agency.*

Employe Communications . . .

University Department Turns Publisher

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

There is currently a great clamor within industry for getting employes to understand basic economics. This gnawing need was suddenly recognized back in November 1958, when certain conservative elements in the country awoke to find that the nation was in the process of being given back to the Indians. If the American people had no more brains, they argued, than to vote as they did, then we'd better get busy and educate them.

This executive decision threw a cruel and unusual burden upon those in the business of communicating with employes, largely because they themselves have only the flimsiest concept of basic economics. So the matter has become one of educating the educators. Quite a few craftsmen in the field of employe communications are going back to school again, in a sense, to find out what makes business and industry tick, so they can pass the word along to the help.

- It was inevitable that some communicators, in their feverish search for economic wisdom, should turn to the products of the university press. In general this hasn't helped much because the shirt-sleeves members of the communications fraternity—who believe that you can't communicate unless you're right at the plant level—are disposed to regard university products generally as uselessly longhair. It becomes clear in a hurry that the campus dignitaries who write about the human element rarely get close enough to a factory to observe it in action.

Up to mid-May there was one refreshing and readable exception, in our prejudiced book, and that was *Challenge*, a magazine of economic affairs published ten times a year by the Institute of Economic Affairs of New York University. Here is a pocket-size periodical of great basic value to anyone in communication, expertly edited by Haig Babian.

- Not every article in *Challenge* lights the way to the economic education of the American employe, but the material is so arranged that the student will find most of it of real value.

In mid-May Editor Babian emerged with a companion publication, a four-page analytical newsletter called "Economic Affairs," also published by the Institute at New York University. Here is practical economics in capsule, sensibly presented, with a bright and persuasive editorial page, brisk discussions of current economic problems and a potpourri called "Of Consumer Interest"—miscellaneous news items that for some curious reason seem unavailable anywhere else.

If the communicators of industry must go probing into the dark places for sources of information about economics, they need not probe too long nor too far. There isn't much really bedrock stuff around, apart from the economics material now offered in course form by the Chamber of Commerce of the U. S. You may add *Challenge* to that and its new companion piece, *Economic Affairs.* #

Chevrolet, through Campbell-Ewald, is buying PRIDE raised to the 19,312,000th* power in

THE American Weekly *second only to Church . . . on Sunday*

SELLS THE MOST · FOR THE LEAST · WHERE THE MOST IS SOLD

*Primary Readers, Daniel Starch 1958 Consumer Magazine Report

What's Doing on the Legal Front . . .

Advertising Taxes Are Not Necessarily Unconstitutional

By Sidney A. Diamond

Member of the New York Bar

When the Baltimore advertising tax was declared unconstitutional last year by the highest court of the state of Maryland on the ground that it interfered with the freedom of the press, it appeared momentarily that the problem of taxes on advertising had been laid to rest. But law-makers in other municipalities and states have been giving serious consideration to advertising as a source of additional tax revenue. Are these legislators just engaging in wishful thinking? Or are we treating the Maryland court decision with more seriousness than it deserves?

Sidney A. Diamond

The fact of the matter is that taxes on advertising are not necessarily unconstitutional. The publishers of *Western Livestock* fought the issue right up to the U. S. Supreme Court more than 20 years ago, and lost. They were attacking a New Mexico tax of 2% on the gross receipts from the sale of advertising space. The Supreme Court did not find it necessary to discuss the issue of freedom of the press at all.

■ The neighboring state of Arizona imposed a 1% sales tax on advertising space and the Arizona Publishing Co. brought a test case to have this law declared unconstitutional. Once again, the U. S. Supreme Court upheld the tax.

Many states and cities have gross receipts and similar taxes on the advertising revenues of publications. The key to the legality of these taxes is that they are part of an over-all tax structure that does not single out publishers and place a particular burden on them. The special constitutional rights enjoyed by the press do not include exemption from all taxation. As the U. S. Supreme Court put it even before the *Western Livestock* case, publishers are not "immune from any of the ordinary forms of taxation for the support of the government."

Discussions of the advertising tax problem sometimes omit this rather obvious point. But, on reflection, it is clear that the magic phrase "freedom of the press" does not carry with it complete tax immunity. Publishing is a business, and publishers are subject to all of the normal tax burdens of any other business, from federal income tax on down.

■ What, then, was wrong with the Baltimore tax? Before getting into that in detail, let's consider the leading case in which the U. S. Supreme Court declared a tax on advertising to be unconstitutional.

In the 1930s, the late Huey Long acquired almost dictatorial control over the state of Louisiana. The larger newspapers, however, had the courage to oppose him editorially. A bill was put through the Louisiana legislature imposing a 2% gross receipts tax on the advertising revenue of periodicals with a circulation of more than 20,000 copies per week, thus neatly exempting the smaller papers, which tended to be sympathetic with Long.

The Supreme Court took this as an opportunity to discuss the origins of freedom of the press as one of our basic constitutional guarantees. Traditionally, that has meant freedom from governmental censorship, but the court had no difficulty in finding that a discriminatory tax could be just as oppressive as direct suppression. The Louisiana law was described in the opinion as "a deliberate and calculated device in the guise of a tax to limit the circulation of information to which the public is entitled."

■ The Baltimore tax certainly was not motivated by any intention on the part of the city fathers to suppress newspapers and broadcasting stations. Nevertheless, the Maryland court of appeals felt that the same basic principle applied.

The opinion of the Maryland court analyzed the effect of the tax on the Baltimore Sunpapers to illustrate the extent of its financial impact. At the time the case was tried, figures were available only for the first quarter of 1958. During that period, the 2% tax on the gross receipts of the Sunpapers amounted to $78,646.

■ There was evidence to show that the average Baltimore newspaper took in 22½% of its annual advertising revenue during the first quarter of the year. Applying this percentage to 1958 indicated a total projected payment of $349,541 for the Sunpapers under the new tax law. On the additional assumption that the ordinary city taxes would remain the same in 1958 as they had in 1957, the court calculated that the Sunpapers' total tax bill to the City of Baltimore would climb from $212,734 paid in 1957 to $562,602 payable in 1958.

■ The new advertising tax thus would have accounted for a $349,868 increase in city taxes. The court pointed out that this increase was much higher than the total of all of the Sunpapers' 1957 taxes paid to both the city of Baltimore and the state of Maryland combined. Although the court did not give the figures for the *News-Post* and *Sunday American*, it stated that the percentages were comparable.

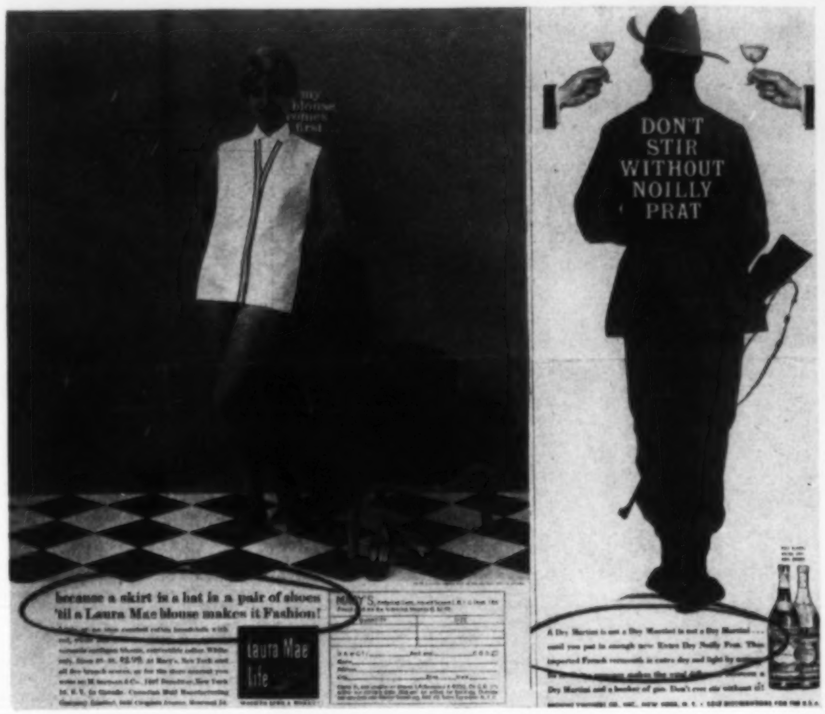
What is the basic legal principle that applies in a case like this? The Maryland court started with the premise that a business entitled to constitutional immunity under the first amendment (i.e., freedom of speech and of the press) is in a special class so far as taxes are concerned. Any tax imposed on such a business must be "ordinary or general in nature"; it must not be "special or single in kind." The tax can affect this kind of business only incidentally, "as it affects other businesses in their combined duty to support the government."

Specifically, the Maryland court stated:

> **"The root of the evil in these ordinances lies not merely in the fact that they curtail the dollars received by the newspapers and the stations, but in the fact that being entitled to the advantages granted by the First Amendment, they are singled out and required to pay a special tax that is not required of business in general or some broad portion thereof."**

■ It is apparent that there is no easy formula here. At the same time, it is equally apparent that the phrase "freedom of the press" is not an absolute answer to the problem of advertising taxes. While there is nothing in particular that needs to be viewed with alarm at the present moment, it would be a mistake to assume complacently that the next municipal or state advertising levy is not worth worrying about on the theory that the courts are bound to throw it out eventually as a violation of constitutional rights.

■ In Baltimore, the 1958 tax payments eventually were refunded. But there is no guarantee that the next incident—if there should be one—will end the same way. #


my blouse comes first . . .
because a skirt is a hat is a pair of shoes 'til a Laura Mae blouse makes it Fashion!
Laura Mae Life
DON'T STIR WITHOUT NOILLY PRAT

The Peeled Eye Department . . .

Stein Line Is 'Times' Line

By Dick Neff

The Irrepressible Makeup Man

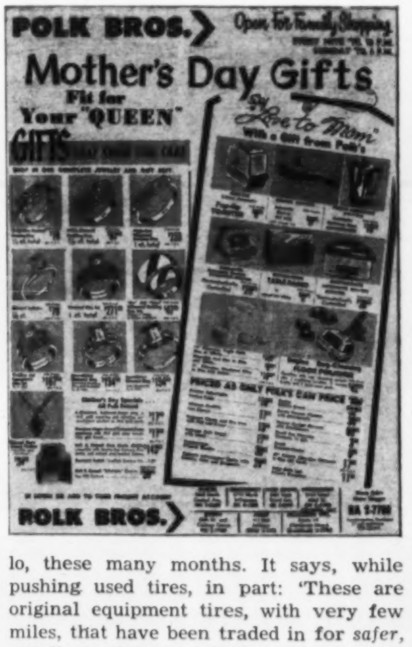
"The two enclosed ads," writes Mitchell Krauss of J. M. Kesslinger & Associates, Newark, N. J., "were on facing pages of the *New York Times* Sunday Magazine section. Obviously, a Stein line is a *Times* line is a *Times* line."

We agree, and we'd say that young lady better not stir without that Laura Mae.

Dick Neff

They Spell B-A-B-Y

"Attached is what I consider a gem dandy display of sentiment," writes George W. Scott, an account executive at Grant Advertising, Detroit. "Perhaps I am of the old school, but I feel that one of the nicest things a mother can have is a wedding and/or engagement ring. I am glad to see that the Brothers Polk agree. Especially the line about gifts that show you care. And what nicer time to get mother a ring than on her special day?"



Wall Signs Department

Here, as best we recall it, is a fine, uplifting wall motto, related to us by Teddy Biza, a philosophical art director we know: THERE ARE SOME THINGS MONEY CAN'T BUY—LIKE, FOR EXAMPLE, POVERTY.

Gives you a nice, warm little glow, doesn't it?

Sneaky Stuff?

Robert J. Burns, not unrelated, we're sure, to his namesake, judging by his native caution and his rhythmic prose, writes as follows:

"For the Open Ear Division of the Peeled Eye Department: A large Chicago tire distributor has been using a commercial on a 15-minute sportscast (radio) for lo, these many months. It says, while pushing used tires, in part: 'These are original equipment tires, with very few miles, that have been traded in for *safer, sturdier,* General Tires.' Reassuring, huh?"

Well, yes—as far as General Tires are concerned, which may be what the distributor had in mind.

Can any Chicagoan enlighten us as to whether the distributor was using this reverse sell for that purpose?

Would Edison Invent It If He Knew?

James de Kay, an intelligent and refined connoisseur of opera, symphonies, and chamber music, tells us, in the interest of keeping us *au courant* with things cultural, that there is a new opus currently caressing the needle of audiophiles called, "Would you believe it—I have a cold—cha-cha-cha!" #

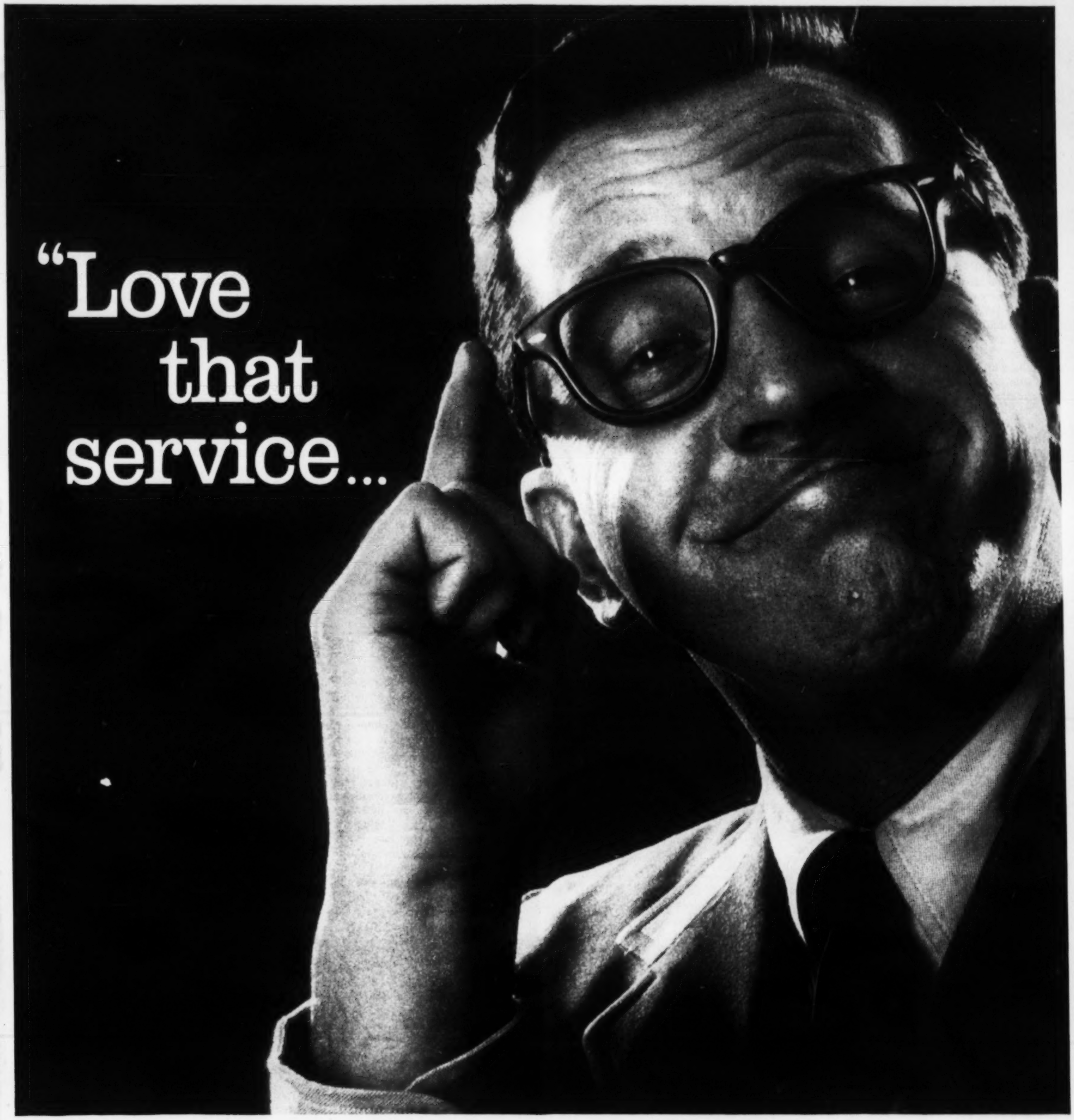
Looking at Radio and Television . . .

How to Get High SI Ranking

By the Eye and Ear Man

Several attempts have been made to find an "efficiency" rating for television programs. This is a relationship of costs, rating and circulation, and sponsor identification.

What, then, is sponsor identification and how is it measured and what does it mean?



"Western Union **Advertising Distribution Service** put my displays everywhere . . . and put them up right."

Wherever it goes, whatever you want done with it, Western Union Advertising Distribution Service will put it there . . . and see that it's handled *properly*. Catalogues delivered to customers . . . displays set up in stores . . . your ad handed to businessmen . . . you name it, we'll deliver it!

WIRE US COLLECT for the full story. Address: Western Union, Special Services Division, Dept. A-3, New York, N. Y.

From the genesis: Sponsor identification is the measurement of the remembrance of the product or service that sponsors any given television show, by the viewer who has seen that show.

The only way to measure sponsor identification is to contact a viewer, determine if he or she is listening to a given program, and ask, "Who is the sponsor of the program?" This immediately limits the technique to the interview technique and the methods to either telephone or door-to-door.

■ Sometimes a viewer will not mention the name of the program she is listening to because she is ashamed to be caught listening to it. At other times she may not mention the brand name because she doesn't like the commercial, even though she may later buy that brand. Other errors are attributed to laziness or annoyance on the part of the disturbed viewer who can't be bothered and wants to get back to her viewing.

If this type of interviewing is not done simultaneously, or as the program is actually on the air, the results are negligible because of the notorious shortness of the human memory. If the interview is conducted the next day, aided recall of some sort or other must be used to get any kind of results acceptable to advertisers.

■ Without going into case histories, which are available to any advertiser or agency that ever looked at sponsor identification ratings, there is no known correlation between sales results and sponsor identification figures. Drug and soap companies, which load high-rated programs with rotating multiple brands, have excellent sales, while there are classic examples in the other direction, such as the highest rated show "I Love Lucy," with a high sponsor identification figure for Philip Morris, and a dim sales record.

If a high sponsor identification is what an advertiser wants, there are several sure-fire ways of getting it:

1. Put the product in the show title: "The General Electric Theater." It is hard for a respondent who has just admitted viewing the "General Electric Theater" not to know "who is buried in Grant's Tomb." Getting products identified will be harder, but the catch-all name is sure-fire. Lucky Strike, Lux, Chevrolet, etc. have done well over the years in this department. It is of course easier for a car, cigaret, beer, or any single-product manufacturer than one with many brands to be advertised.

2. Mention the name of the product as frequently as possible. This means in the body of the show, integrated if possible, many times during the commercial, in the lead-ins and lead-outs, and in the opening and closing billboards.

3. When the product name is mentioned, say it loud and clear. There is an old trick of leaving a little interval of dead air just before and just after the product is called out. Be sure the name is decibelled louder than any other part of the commercial and never mind the neighbors' complaints.

4. Superimpose the name over the product each time. What the ear misses the eye will catch, and the association of the two is very strong. Be sure that the product container or symbol is exactly as it appears to the ultimate consumer. There is no substitute for realism in the line of purchase.

■ 5. Use signs in the background as constant reminders. In the commercials, certainly, and in the program, if possible. Naturally, a live quiz show lends itself to signs and banners during the body of a show, and a dramatic show does not, but there are subtle usages that can be employed in any show.

6. Collateral publicity marrying program and product. All associations tend to support the ultimate response that determines the sponsor identification figure. Never miss a chance in promotion, publicity, or advertising of every kind to blend show and sponsor.

There is no substitute for a good product, well priced and well distributed, with point of sale support. If this brand is presented via a strong hard-selling commercial in a high circulation show supplying the consumers, no phony baloney statistical figure in the world can supplant the combination.

By all means get a high sponsor identification, within the reliability of the method. But don't go off half-cocked to get a meaningless figure without the bread-and-butter ingredients necessary to make a sale—product and circulation. #

'Think Like a Woman' . . .

Ten Rules for Selling in the Sixties

Agency vp W. Barry McCarthy, who plays poker and bridge, has violated the tenets of each in preparing ten peculiar "rules for selling." He said they are "upside down Hoyle, but right-side up salesmanship." Speaking to salesmen at the annual conference of the Pacific Coast Electrical Assn. in San Francisco, he maintained the rules "are guaranteed to cost you your shirt in bridge or poker, but I believe they will win you many a good sales scrap." Here they are (poker and bridge players beware).

By W. Barry McCarthy
Vice-President and Management Supervisor, Batten, Barton, Durstine & Osborn, New York

I would like to suggest that even in this land of big ideas and big enthusiasm, you underrate yourselves. Sometimes you get new insight into problems by throwing away the old rules . . . or by inverting the old rules . . . by "opening a new deck." You card players know how an old deck (like old rules) gets sticky and worn. An old deck won't let you shuffle fast enough or play the game well enough.

So to you salesmen—you who play the greatest game of skill and change—I'm here to propose, as mental preparation for the great burgeoning future right ahead of us, that we all open a new deck, and shake up the old rules. I would like to give you ten new rules that are guaranteed to shock any card player in this audience . . . but perhaps make him and her a far better salesman. They are not according to Hoyle, and they are not listed in the Yellow Pages where you can find almost anything. They are strictly according to McCarthy, but they will help you win . . . sales, honor and money . . . and with honor and money, gentlemen, you'll have plenty of friends. This is upside down Hoyle, but right-side up salesmanship.

1. *Keep changing the rules during the game.* This will keep you from trying to solve today's problems in yesterday's terms. Besides, it will confuse hell out of competition. Let us not forget we are all at the dawn of atomic fuel. Though we are still using fossil fuels, let's not use fossil selling methods.

[We] are not getting any younger . . . or perhaps any smarter . . . but our customers are. Be alert. Open your mind to change. In our "television age" people often go to work with their brains tuned out. Don't let this happen to you.

■ 2. *Always overbid.* Don't waste time, dollars or manpower on minor ideas, minor promotions, minor selling efforts. The timid don't score. Particularly here in the West. *Especially* here in the West. Where you need ten salesmen, hire 20—they'll more than pay their way. With your population influx, high birthrate, and great manufacturing potential, it's almost impossible to overestimate the future. But try to, anyway. When the lady wants a washer, sell her the whole new kitchen; when the farmer wants a pump, electrify his dairy. You may even have to get him into the cow business first, which means two sales instead of one, which is what this rule is all about.

3. *Don't poker face.* Would you be persuaded to buy anything from a salesman who isn't visibly all-fired-up about his product, his equipment or his service? A consistently happy man in a demanding job is so truely unique these days that your competitors and detractors will assume you know something they don't. This will cause them to worry. Maybe even quit. Besides, if you aren't interested, friendly and pleased with your assignment, maybe *you* are not happy in your job . . . maybe *you* had better quit . . . and find a job you like. So let yourself go . . . let your enthusiasm show. You'll live longer, sell more, be richer, and avoid stomach trouble.

■ 4. *Play your cards fast.* Don't chew over the play. Don't stall. Everybody gets impatient with you. The spirit and pace will go out of the game and out of the sale. Study your moves *before* you walk up to the lady's front door, or the office of the factory engineer. Be ready for any answer they throw you . . . and slap down your card fast . . . with a nice, clean, crisp, snap. It's something everybody can practice and learn.

You'd be surprised how many "tired" salesmen I see each week trying to sell me magazine or newspaper space, tv shows and so forth. I keep asking myself, why don't they go home and sleep, and think, and get ready? They make *me* tired. Don't *you* make people tired. They'll never forgive or forget you, and they won't buy from you. Timidity, conformity, lethargy and apathy are the four obstacles on everybody's road to progress. They stultify ideas and the lack of ideas stultifies growth. Don't scratch your head while all about you are using theirs. If you are indecisive you are in the wrong game. Try politics.

5. *Always lead with your strong cards.* Now any bridge player knows this will kill his game. But *he* is fighting a lot of unknowns. *He* doesn't know where the enemy is. *You* do. Or you should before you engage him. Trap the customer with your *big* ideas—then and only then feed your prospect a lot of little ideas he can use to justify his choosing your proposition.

6. *Play your cards away from your vest.* Absolute integrity is meant not only for members of the Supreme Court and producers of tv shows, but for you and me. A straightforward approach will always arm you with the confidence and convincing manner of an honest man with four aces. If you have anything up your sleeve, make sure it is only a second and better idea. Further, it will keep your vision clear and help you keep a clear eye on your friends.

7. *Examine the other player's cards.* Don't be in the dark . . . or suspicious. Know what cards he has in his hands and let him know that you know. Then you can be bold, honest and one-up. Know all the players, everyone bidding on the job. Know all the variations. Plot! It's more fun. It's more effective, and handled right it can make for a more friendly game.

8. *Play with ferocity.* Play to win. Be competitive . . . the world loves a fighter. Nobody likes people who are weak, helpless, bland—because instinctively they know such people are hollow. The human animal is basically aggressive—it had to be to survive. So learn to use this aggressive power to assist you—not eat you up. And get indignant if you lose. No one gets sore any more when they lose a sale. They just get sorry for themselves.

■ 9. *Think like a woman.* Now this may sound impossible. But we men need to use our *intuitions* more. We need to "sense" our customers' moods and preferences. We need to learn how to apply the principle of cybernetics to selling, to learn how to quickly adjust our methods in midsale without ever losing sight of our objectives.

10. *Don't quit when you are ahead.* Your selling job isn't done, and the game isn't over, until there isn't a prospect or competition left, which will be never. Success is a Siamese twin. You and your prospect both profit when a sale is made. And one sale, by its example, can help you make another. A sound [product] installation, properly planned, properly engineered and properly serviced, just as a good hand that is well played, will do more for your reputation and your product's reputation than anything else.

■ Make sure there are other players on your side equipped to carry on in your place, with your winnings in front of them to bolster their arguments and to keep them in every hand. But never think your market is saturated. Your skill and your product's engineering can capture markets that aren't even in existence.

So those are my ten rules. They are guaranteed to cost you your shirt in bridge or poker, but I believe they will win you many a good sales scrap. They are designed for anyone who has a good product to sell and plenty of customers to sell it to. . .

* * *

I would like to leave you with a short verse that can restore all of us at any time in the tough game of selling. It is engraved on the walls of the lobby of the *New York Times*:

Every day is a fresh beginning, every morn is the world made new.
You who are weary of sorrow and sinning, here is a beautiful hope for you.
Every day is a fresh beginning, every morn is the world made new.
There is the hope for me and the hope for you. #

"Ad Age helps spark productive ideas..."

says **Syd Blumenthal**
Media and Research Director
Frank Block Associates

"The modern agency must coordinate media, research and marketing as a specific service to a wide range of clients. This requires a unified, but broad perspective which has to be gained quickly and clearly. Advertising Age's coverage of new developments serves our department as a weekly reference book and helps spark productive ideas for clients."

With a variety of marketing experience to his credit, Mr. Blumenthal joined Frank Block Associates, the St. Louis advertising and public relations agency, in 1955, where he is responsible for development of media and research recommendations into coordinated marketing plans. A St. Louisan, Mr. Blumenthal attended Washington University and later worked in Chicago as a trade publication promotion man and as an agency executive in media and research. On returning to his native city after four years' service in World War II, he worked with a number of firms as a marketing and research consultant. Mr. Blumenthal has held a directorship in the St. Louis chapter of the American Marketing Association and has been a guest instructor in marketing, research and advertising at his alma mater.

Advertising Age
ABC TV, Aided by Big Y&R Buy, Adds 4 Hours of Day Programming
Coffee Marketer Yanks Ads, Hits 'Unfair' Rates
Last Minute News Flashes

important to important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

ABC ABP NBP *1 Year (52 issues) $3*

Western Union Establishes New Marketing Department

Western Union Telegraph Co., New York, has established a new marketing department to keep pace with the growth of private wire services to military and other government users, as well as industry. The new department will absorb all functions of the present sales and service department and marketing research and advertising. George G. Creal, former vp of sales and services, will head the department as vp of marketing.

SKILL that's reflected in every job

Skill is an often-used word, we admit. Rather than belabor the point, we'll just say that our engraving know-how has been accumulated over the years. It's reflected in every WASHINGTON ENGRAVING job. Simple zincs . . . or intricate four-color R.O.P. color engravings . . . this difference in quality is there, always. Let us demonstrate it to you on your *next* engraving order.

washington
PHOTO ENGRAVING CO.
118 So. Clinton St., Chicago 6 FRanklin 2-6343

Doctors Find Less Ballyhoo at AMA Meeting

(Continued from Page 2)

doctors about products.

■ The most actively-promoted product category appeared to be the anti-depressants.

Free samples (frowned upon by the AMA) were kept at a minimum, and the spectacle of doctors and their wives tramping around with product-filled shopping bags has now all but disappeared. At virtually every drug company stand there was a card inviting physicians to register if they wanted to have samples sent to their homes or offices.

Many exhibits were repeats from last year's convention in San Francisco, the theory being that most doctors attending this meeting probably did not get to the West Coast showing.

Conspicuous for its retrenchment was Chas. Pfizer & Co., whose promotion recently resulted in a Federal Trade Commission complaint (AA, May 25). The Brooklyn pharmaceutical house, formerly a lavish spender at these annual meetings, had a rather small and mute exhibition this year.

■ There were a number of old standbys. For the 12th straight year White Laboratories held a drawing for a new Cadillac. A. H. Robins & Co. again offered doctors a free telephone call to any point in the country. The Revlon booth still had a long line of doctors waiting for free samples.

Wallace Laboratories, the Carter Products division which makes Miltown, probably had the most spectacular exhibit—a 60′ walk-through chrysalis designed by none other than Salvador Dali. It was originally shown at last year's AMA meeting.

A chrysalis is the shell from which a butterfly emerges. Dali's "Crisalida" depicts in his surrealistic terms man's transformation from anxiety to tranquility. This is, of course, the Miltown theme.

Doctors walking through the "Crisalida" are exposed to two bleak 30′ panoramic paintings by Mr. Dali. They are also supposed to sense lifelike breathing, an effect produced by two dozen hidden blowers.

■ In a more tranquil approach to the prescribing physicians, Wallace had another exhibit for its sustained release tranquilizer, Meprospan. This drug works over a period of 12 hours, and to call attention to this effect Wallace presented a tasteful exhibit of historic and modern timepieces. Among the attractions here were a 15th Century lantern clock—believed to be the oldest clock now in America—and a solar clock made by Patek Philippe.

Wallace's agency, Ted Bates & Co., had a task force in Atlantic City to assist the client. Joe Goodyear, from the agency's medical promotion department, helped to plan and staff the exhibits, as he did in San Francisco last year. Len Ansell, from the public relations department, merchandised the exhibits to the press—effectively enough to garner full-page feature treatment in the Sunday issues of the *Atlantic City Press* and *Philadelphia Evening Bulletin*.

■ The Warner-Chilcott exhibit featured two models dressed as nurses who acted out in pantomime the sales message for Nardil. They performed from an elevated platform. Doctors picking up the phones in the exhibit heard the recorded sales message which the girls were mouthing. Hovering everywhere were your friendly Warner-Chilcott salesmen. The exhibit was a crowd puller.

The soft drink people were here in force. Dispensing free drinks all day to the doctors were Coca-Cola, Pepsi-Cola, Canada Dry and Seven-Up. Sanka provided the caffein-free coffee and Abbott Laboratories also served coffee as a possible receptacle for its Sucaryl.

Upstairs, in a carefully-hidden

Is There a Danger of
FRAUD
in Contests?

Unfortunately, yes. Ghost-writers sell "winning" entries to the public—often identical ones to several people. Only through systems developed by experience can these frauds be detected. Our expert judging personnel assures our clients of complete thoroughness in selection of winning entries.

Bruce, Richards
CORPORATION
CONTEST MANAGEMENT
AND JUDGING
104 E. 25th St., N.Y. 10 • OR 7-4600
(In Chicago: Dial 211 and Ask Operator for Enterprise 4531)

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The 50th Annual Edition will exceed any previously published, both in comprehensiveness, scope and value to its paid subscribers.

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AUDITED PAID CIRCULATION ABC

BUSINESS PAPER LEADERSHIP ABP

THOMAS REGISTER

50th ANNUAL EDITION

John Crosby said:

several complimentary things of KARD-TV, Wichita, Kansas, in his columns of April 22 and 24, 1959, for which we are grateful and flattered. In his column of April 24th he said:

"Competition between newspapers and local TV stations is ferocious in all arenas—advertising, news, prestige. In Wichita, "The Eagle" fought hard to get the channel occupied by KARD. It lost and there is still bitterness about that defeat. The newspaper carries no listings for either radio or TV in the morning edition though it does at night. However, KARD has great trouble getting any editorial attention otherwise."

Apparently Mr. Crosby received erroneous information about the Wichita Eagle and its relationship with KARD-TV. In all fairness, we should state that the Morning Wichita Eagle does carry radio and TV program listings, that as far as we know there is no bitterness on the part of the Wichita Eagle resulting from the litigation for channel 3, and we have not had any difficulty in getting editorial attention from the Eagle. In fact, the Wichita Eagle has been very fair in this regard.

WM. J. MOYER
EXECUTIVE VICE PRES. KARD-TV

oasis to which one needed an invitation, drinks of a more potent nature were served in the William Douglas McAdams "hospitality room." McAdams, an ethical drug advertising agency, traditionally provides this hospitality for its footsore current and potential clients.

■ Two McAdams executives, incidentally, were represented in the scientific exhibition held on the lower level of convention hall. Dr. Arthur M. Sackler, board chairman, and Dr. Joseph Gennis, exec vp, were part of a research team which studied the effects of intense noise and sound on rats. Their findings indicated that "our rising environmental noise level" may have some harmful results. It may, for example, reduce fertility, they reported.

Smith, Kline & French, Philadelphia pharmaceutical house, was cited by the AMA here for its pioneering work in color medical television. SKF began color televising of surgical and clinical procedures 10 years ago. It has since made tv presentations at more than 140 meetings.

In a special exhibition, Parke, Davis & Co. showed the original Robert A. Thom oil paintings from its "history of medicine" project. These paintings are being featured in the company's current series of institutional ads, "Great moments in medicine."

■ Dr. Walter E. Vest, of the University of Colorado school of medicine, told a symposium on aging that advising a 60-year-old person to stop smoking is "like advising a swimmer in the exact center of the English Channel to turn around and go back." Dr. Vest also said that in treating the aged person, alcohol may have some therapeutic effect, since it "stimulates appetite, produces a sense of well being and provides some calories."

In his opening address to the convention, Dr. Louis M. Orr, new president of AMA, urged the association to take the lead in providing authoritative information on the cost of medical care. Dr. Orr said the public has a right to show an "intense interest" in this subject and he recommended that the AMA organize a continuing program to collect facts on medical economics and make them "understandable to the public." #

Agency Becomes Wentzel & Fluge; Poister to F&S&R

(*Continued from Page 2*)

agency in 1957.

Also involved in the shakeup are Carl H. Sigler, who left his vp and account executive post at Gordon Best Co. about two months ago and will join Wentzel & Fluge June 16 as a vp, and Maurice Fisher, vp of the agency, who will leave June 30 to join Sales Communication Inc., New York, a McCann-Erickson subsidiary.

W. B. Wentzel

Peter Fluge

■ The exodus of agency principals began two months ago, when Thomas S. Wainwright, vp and creative director, departed to join Kastor, Hilton, Chesley, Clifford & Atherton, New York (AA, April 6). The Mead, Johnson & Co. institutional advertising account moved with Mr. Wainwright. A month later, Mead, Johnson dropped Mr. Wainwright and Kastor, Hilton (AA, May 11).

Two weeks ago, Taylor Poore, vp and executive art director, resigned from the agency to open his own advertising and editorial design consulting company in Chicago (AA, May 25). He has been retained as a consultant by Wentzel & Fluge.

Mr. Fluge told ADVERTISING AGE that the agency was neither losing nor gaining any accounts as a result of the changes. He told AA that Lester Lantz, vp, has been named executive art director to succeed Mr. Poore. Mr. Lantz has been with the agency since 1940 and was Mr. Poore's assistant for many years.

■ Wentzel, Wainwright, Poister & Poore was organized in August, 1956, when the name of Tempo Inc. was dropped (AA, Aug. 27, '56). Tempo Inc., which was an art studio for 19 years before it became a full-fledged agency in November, 1955 (AA, Nov. 7, '55), was founded by Mr. Wentzel in 1936. #

Atlas' Aquaness to Clark

Atlas Powder Co., Wilmington, Del., has appointed Darwin H. Clark Co., Houston, to handle advertising for its Aquaness department in Houston. Aquaness manufactures additives for oil field drilling muds. Aitkin-Kynett, Philadelphia, the previous agency, will continue to handle all other advertising for Atlas Powder.

ARE YOU OVER-LOOKING THE VAST POTENTIAL OF THE 6-BILLION-DOLLAR CERAMIC FIELD?

Write today for your free copy of "Scope & Size of Ceramic Production in the United States." You'll get an eye-opener on the vastness of this industry . . . You'll see at once how your clients can begin cashing in on this tremendous potential . . . regardless of what they sell. Request your copy now!

AMERICAN CERAMIC SOCIETY BULLETIN
4051 North High St., Columbus 14, Ohio

Better Homes and Gardens

If you want to sell hobby equipment—from fishing creels to cameras—go where every page is full of ideas that sell: Better Homes and Gardens, the family *idea* magazine. BH&G's home-centered families have the incentive and the income to ride hobbies hard, and they do. Take the Handyman Hobby, for instance: Better Homes & Gardens families bought 2,280,000 power tools within a recent two and a half year period.*

**BH&G Continuing Study, June, 1958*

During the year 1/3 of America reads **BH & G** . . . the family idea magazine

Solid copper **PACOTYPES**

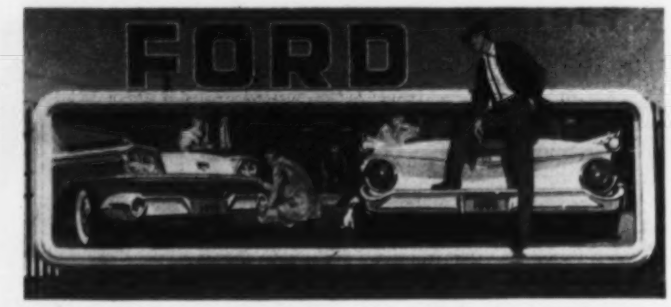
offer a most economical way of duplicating originals with no loss of quality. And, there is a decided saving in production time.

PARTRIDGE & ANDERSON COMPANY
712 Federal Street, Chicago 5—Phone HArrison 7-3732

ELECTROTYPES, NICKELTYPES, PACOTYPES, MATS, R.O.P. COLOR GLASS MATS,
THERMOSETTING MAT PATTERNS, AND PLASTIC PRINTING PLATES

Where do you get BETTER SERVICE than at P&A?

PHOTO REVIEW OF THE WEEK



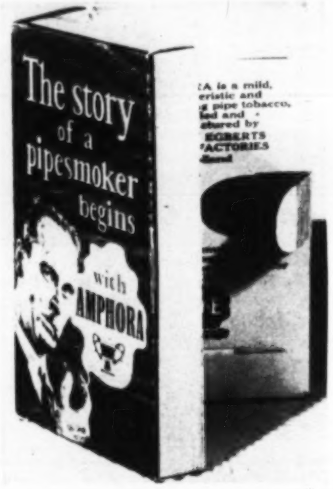
STRIKING—*Ford Motor Co., working with J. Walter Thompson Co. and Pacific Outdoor Advertising Co., has created a striking new design for its 20 rotating painted bulletins in the greater Los Angeles metropolitan area. The art depicts a showroom displaying two cars being inspected by several groups of shoppers and a cutout of an impeccably dressed gentleman who towers more than 20' above the base of the bulletin.*

Markham Donnelly Beseler

AT OUTDOOR MEET—*Three outdoor plant operators enjoy a break between sessions of the Outdoor Advertising Assn. of America convention in Chicago. Talking shop are Harley B. Markham, head of Markham Advertising Co., Pocatello, Ida.; Edward C. Donnelly Jr., president of John Donnelly & Sons, Boston, and Fred C. Beseler, of B&B System, Shreveport, La.*

Feemster Yaw Thomas Canfield Simon

CHATTER BIRDS—*Chatting at the early bird party of the AFA meeting were Robert M. Feemster, retiring AFA board chairman, and chairman of the executive committee, Wall Street Journal; Robert E. Yaw, director, Advertising Specialty National Assn., and exec vp, Souvenir Lead Pencil Co., Cedar Rapids; Ralph B. Thomas, exec director, Advertising Specialty National Assn.; James C. Canfield, Acme Greeting Card Co., Cedar Rapids, and Morton J. Simon, Philadelphia advertising attorney.*



DON'T READ IT, SMOKE IT—*The only leaves in this book are tobacco leaves, cut up and blended for pipe smokers. This package was created for Amphora tobacco by Romick's International Tobacco Co., which imports the Dutch tobacco.*

Scott Fulton Brophy Cornelius Lamb Wakefield Donaldson Chaney Holt

HONORED GUESTS AND SPEAKERS—*Gathered at the speakers' and head tables during the public service luncheon at the AFA were Walter D. Scott, vp, NBC; Ray Fulton, brother of Kerwin Fulton, who was named to the Advertising Hall of Fame; Thomas D'Arcy Brophy, former chairman of Kenyon & Eckhardt, a recipient of a first annual AFA distinguished service award; luncheon speaker John C. Cornelius, president, American Heritage Foundation and former exec vp, BBDO; John Lamb, Minneapolis adclub president, BBDO; Lyman Wakefield, vp, First National Bank of Minneapolis; Ben R. Donaldson, former AFA chairman and advertising consultant, Ford Motor Co.; Convention Program Chairman Bobb Chaney, vp, BBDO, and General Convention Chairman Roger Holt, advertising manager, Munsingwear Inc., Minneapolis.*

MADISON
MAIN

Proud Gerot Hayes Lemmon Head Gale Witheridge MacNeal

AFA LUNCHEON—*Seated at the head table and at the speakers' table during the AFA public service luncheon at the convention were C. James Proud, AFA president; Paul Gerot, president, Pillsbury Inc.; Robert Hayes, BBDO; Guy Lemmon, Investors Diversified Services, Minneapolis; George Head, advertising promotion manager, National Cash Register Co., and AFA vp; Samuel C. Gale, ad consultant and former vp and ad manager, General Mills, and a recipient of a first annual AFA distinguished service award; Reverend David Witheridge, executive director, Minneapolis Council of Churches, and Robert MacNeal, president, Curtis Publishing Co., Philadelphia.*

Better Cooperation by Profs, Admen Is Urged by AFA Panel

MINNEAPOLIS, June 9—Heightened interest in advertising education was demonstrated here Sunday evening when more than 200 persons attended an unusual panel discussion of educational problems sponsored by the Advertising Federation of America.

The panel was composed of both advertising practitioners and educators, and was moderated by Philip E. Nutting, *Holiday*, Boston.

AFA Meeting

Participants included Thomas B. McCabe Jr., director of advertising, Scott Paper Co.; Ray O. Mithun, president, Campbell-Mithun; Robert D. Stuart, AFA consultant and former editor of *Advertising Agency Magazine;* Morton Simon, lawyer and authority on advertising law; and Profs. George Clarke, New York University; H. W. Hepner, Syracuse University, and Billy Ross, University of Houston.

All agreed that the greatest need in advertising education is for greater cooperation between instructors and practitioners toward the development of sounder, more effective educational standards.

▪ An unusual feature of the session was the presentation of four skits by advertising club teams, telling of their activities in the educational field and their work with educators, at both the secondary and the college and postgraduate levels. A team from the Women's Advertising Club of New York told of its work with the New York City board of education and with Fordham University. The Scranton Advertising Club explained how it worked with the board of education on the AFA essay contest, and the Women's Advertising Club of St. Louis told of the club's educational advertising series in local television.

▪ The Milwaukee Advertising Club told of numerous educational activities and reported briefly on a survey made by Prof. C. Brook-Smeeton, of Marquette University on the educational background and outlook of more than 400 advertising practitioners in the Milwaukee area.

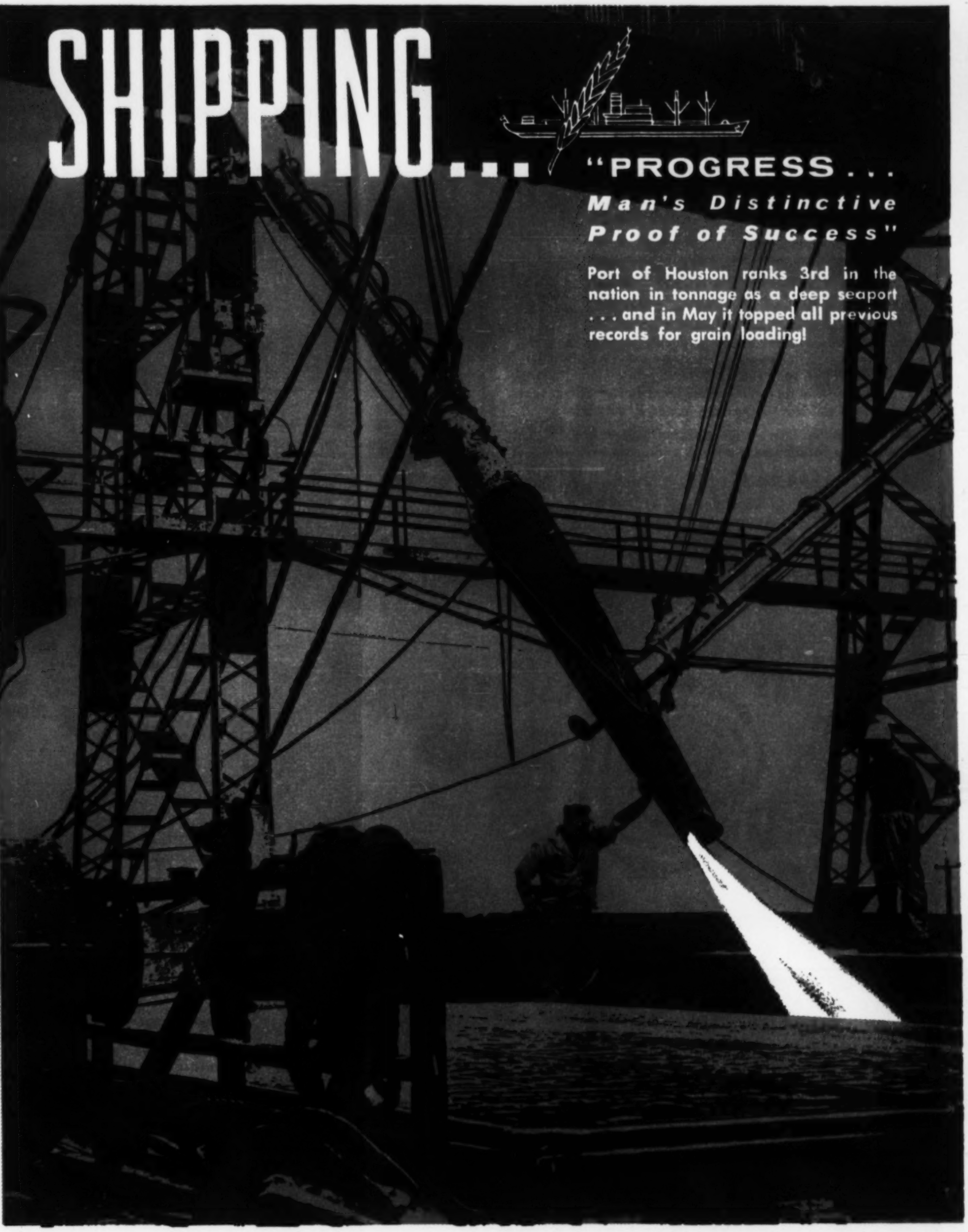
The general conclusion of the panelists was that advertising education is bound to become more important, more formalized and more useful, and that improvement can be expected in direct proportion to the willingness of educators and advertising practitioners to work with and help each other.

▪ The newly organized American Academy of Advertising, consisting of teachers of advertising, elected its first formal slate of officers at a meeting during the convention.

H. W. Hepner, Syracuse University, was named national dean; Billy I. Ross, University of Houston, was named national associate dean; Frank McCabe, Brown University, was named national registrar; and George T. Clarke, New York University, was named national bursar.

The AFA also reported that a new bureau of education and research will be organized this year, as a start toward an over-all information center for advertising. A "recognized professor of marketing" will be hired to start activities, probably on a parttime basis at first.

It also was reported that the AFA-sponsored management seminar in advertising to be held at Harvard July 5-11 has already attracted 55 participants—a capacity crowd. #


SHIPPING...
"PROGRESS...
Man's Distinctive
Proof of Success"
Port of Houston ranks 3rd in the nation in tonnage as a deep seaport . . . and in May it topped all previous records for grain loading!

And now, more progress in circulation for the Houston Chronicle, your smartest advertising buy in Houston

Chronicle circulation is **UP**

8113 Daily – 6092 Sunday

Raising Chronicle circulation to **200,175 daily** and **221,860 Sunday**

Latest figures submitted to the Audit Bureau of Circulations for the six months period ending March 31, 1959 show this increase in Chronicle circulation daily and Sunday

THE HOUSTON CHRONICLE

THE BRANHAM COMPANY – National Representatives

George Patton Adds Two

Aids Inc., Anaheim, Cal., and Russell Records, Ventura, Cal., have named George Patton Advertising, Los Angeles, to handle their advertising. Aids manufactures an 8mm action viewer; Russell Records produces a complete selection of dance records for teachers and students.

I'M OLDER THAN YOU THINK*

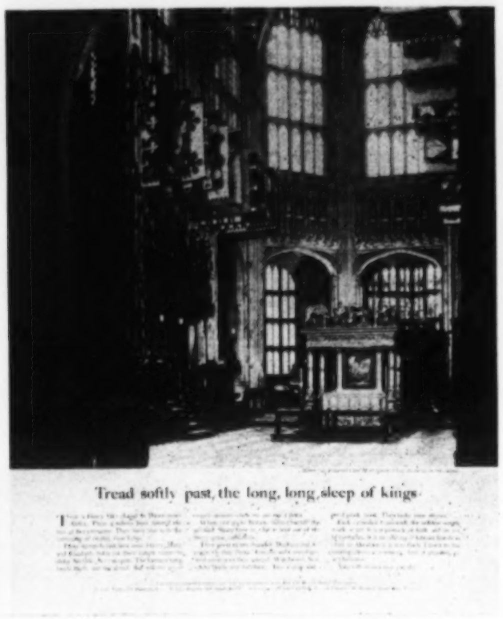
* IN MANY WAYS

I'm 14 years old and love to plan parties. Like the other 2,161,000 "young hostess" readers of AMERICAN GIRL, aged 10 through 16, I entertain 10 friends 3 times a month . . . shop for the food, beverages, records and favors that make these get-togethers such fun.

Sell the market where buying begins. AMERICAN GIRL delivers your sales message first (median age 13.8).

AMERICAN GIRL MAGAZINE

Published by the Girl Scouts of the U.S.A.
830 Third Avenue, New York 22, N.Y.



Tread softly past the long, long sleep of kings

FOREVER ENGLISH—*Cliff Field put the "part of me that's forever English" to good account in this ad.*

Kitto Elected President

William Kitto, Oakland printer, has been elected president of the Graphic Arts Assn. of Northern California.

'Inspiring' Clients Make Copywriting Pleasant, Says Award-Winner Field

Kudner Award Winner Credits Ogilvy for 'Right Atmosphere' for Writing

NEW YORK, June 9—The winner of the Kudner copywriting award is a mild-mannered, musing Englishman, who thinks the best way to get a good ad is to have an intelligent client.

Clifford Field, vp and copy group supervisor at Ogilvy, Benson & Mather, also thinks he's "really the luckiest copywriter around," since all his accounts are "delightful and inspiring things to write about."

These "delightful accounts"—and many an adman will agree they are indeed—include Standard Oil Co. (N.J.), Puerto Rico (all but the rum), Hathaway, Viyella, Lever Bros.' Lucky Whip and the British Travel Assn.

"It's pretty hard to get inspired if you have only a bottle of whisky to look at—unless you open it," he said in an English accent somewhat whittled down by ten years in America.

■ "But a photograph like this one is a pleasure to write to," he said, waving towards his prize-winner, the British Travel Assn. ad picturing Westminster Abbey.

"I do hope I'm not being falsely modest, but I give 95% of the credit for this award to the abbey. It's such a beautiful inspiration. With a picture like that, one can rather dream oneself into the situation, and it's a real joy to write to it."

By "dreaming" himself into the picture, Mr. Field penned his copy, which starts out, "Tread softly past the long, long sleep of kings," and thereby won the first Arthur Kudner Foundation competition for "excellence in creative writing for institutional advertising."

Mr. Field views advertising as "a perfectly nice, amusing job" which he considers as rewarding as any other form of commercial writing. "Most advertising men have a slight guilt complex," he believes, "but if an agency has a fairly strong sense of ethics, one can be quite proud of its output, both esthetically and morally.

■ "For example, I'm proud of these Standard Oil ads," he said, leafing through a sheaf of proofs for the company's institutional campaign, which acclaims a different country in each ad.

"As the ads say, 'Published in the interests of international friendship.' That's quite a phrase, but it's true. These ads will inform, will raise friendly curiosity towards the various countries—at the same time being an astute public relations campaign for the company."

For these ads, Mr. Field likes to do as much background reading as time allows, "building up a collective subconscious, you might say. Almost any form of writing—any form of art for that matter—is the result of multiple perceptions. And these perceptions should really rage all the time.

"There should be a little of the child in it too," he added slowly. "The ability to wonder is important in all art—and I believe poetry and advertising tend to demand the same perceptions and muscles."

■ Although he expects to stay in advertising for some time to come, he hopes someday to "try writing for writing's sake—my own effort of expressing myself.

"I'm very fond of poetry and would like to be a good poet, but I wouldn't turn up my nose at writing a good novel."

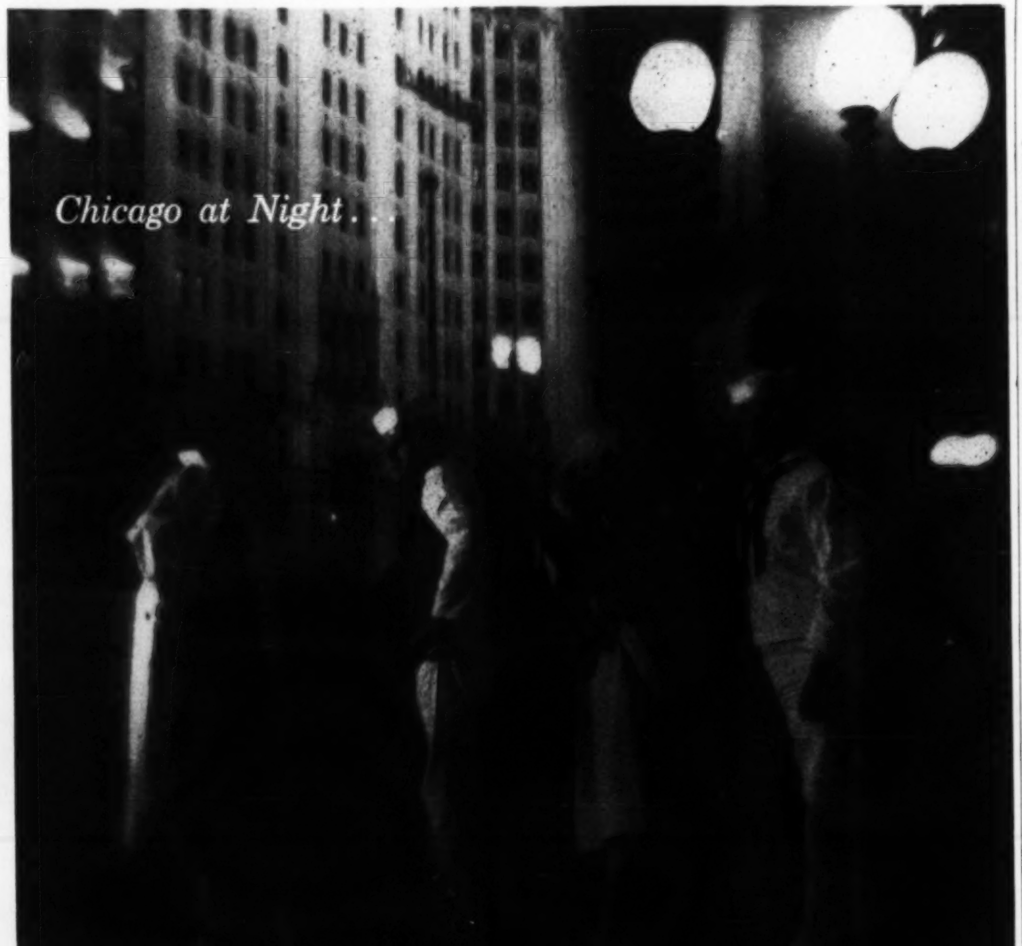
His taste in poets ranges from T. S. Eliot, whom he admires for "his precision and austerity," to Dylan Thomas, whom he likes "for almost the opposite reasons." He has a particular penchant for the "austere" writers—Shaw, Gide, even James Reston of the *New York Times*. "I read him often twice. He's a superb expository writer."

■ Mr. Field's reaction to winning the Kudner award is one of rather bewildered surprise, plus real pleasure that such an award now exists for copywriters. "Copywriters don't really get very much of this type of recognition, and it's very encouraging."

David Ogilvy, however, is said to have greeted the news with a long Oxonian sigh, before commenting, "Well that's the last of him." And when the award was presented at the Four A's meeting, a facetious note from Mr. Ogilvy warned the audience that "Mr. Field suffers from epilepsy and several other loathsome diseases and has absolutely no regard for money."

This employer perturbation evoked only a chuckle from Mr. Field: "I'm not about to leave here. It would really take an awful lot to make me budge. I know these sound like rolling orotund words, but the agency does create the right atmosphere for good writing.

■ "Apart from his talent, David has another quality that's marvel-



Two bells, two belles. Any good sailor keeps on a day-and-night alert to build his reputation as a ladies' man. Here's a 1 A.M. incident near the Wrigley Building. Not far Northwest, too, Superior keeps on a day-and-night schedule to build its own reputation—that of turning out SUPERIOR ENGRAVINGS overnight, to meet those morning deadlines.

For Superior Service, Superior Quality . . .

call SUPERIOR now!

215 WEST SUPERIOR STREET, CHICAGO 10, ILLINOIS

CHICAGO'S FOREMOST PHOTOENGRAVING AND OFFSET PLATEMAKING PLANT

SUPERIOR
ENGRAVING
COMPANY
CALL
NIGHT
DAY
SUperior 7-7070

Text of Field's 'Tread Softly' Ad

This is Henry VII's chapel in Westminster Abbey. These windows have filtered the sun of five centuries. They have also seen the crowning of twenty-two kings.

Three monarchs rest here now. Henry, Mary and Elizabeth. Such are their simple names in sleep. No titles. No trumpets. The banners hang battle-heavy and becalmed. But still the royal crown remains—honi soit qui mal y pense.

When you go to Britain, make yourself this promise. Spare time to visit at least one of the thirty great cathedrals.

Their great names thunder! Durham and Armagh. Or they chime! Lincoln and Canterbury. And sometimes they whisper. Winchester, Norwich, Wells and Salisbury. Take a map and a good guide book. Then make your choice.

Each cathedral transcends the noblest single work of art. It is a pinnacle of faith and an act of centuries. It is an offering of human hands as close to Abraham as it is to Bach. Listen to the soaring choirs at evensong. And, if possible, go at Christmas.

You will rejoice that you did.

ous and refreshing—the courage to take risks. What is creativity but taking risks? As Churchill said, 'Courage is the greatest of all assets, because it allows all the others to exist.'

"Half of the creativity in advertising is stifled by people putting fences around their creative talent, through fear. But here we have perfect freedom to suggest even an outrageous idea. We feel no embarrassment at bringing up a slightly nutty idea."

■ A Londoner by birth, Mr. Field first came to America during the war. He had been in the infantry with Montgomery in the African campaign when he was made an air liaison officer, coordinating the activities of the army and the RAF.

In 1944, he and three others were chosen to come to the U. S. to teach this ground-air coordination to Americans.

"Most Englishmen, largely because of the movies, want to come to the U.S. to see if it's really true, so when I was asked one day if I wanted to come to America, it was really as much of a surprise and pleasure to me as winning the Kudner award.

"America is the most hospitable of countries by far. We wore berets and looked like Montgomery, and everywhere we went we were treated like heroes. It was then I decided that as soon as I got out of my little brown suit I'd like to come back to America."

■ After a year in the U.S., he was sent to the European theater, and at war's end he was in the far East.

After the war, he wrote "a rather bad play which has never been produced." Then, when his money began to run out, he joined the J. Arthur Rank Organization, doing film publicity for about a year.

He soon started saving his money to come to America and about a year later was aboard a molasses tanker bound for Fort Lauderdale, Fla. In his first eight months he worked as a hand on a West Virginia farm belonging to an Air Force friend who was acting as his American sponsor.

"I have no great taste for farming, but I thought I might do some writing while I was there. But by nightfall I was always too exhausted."

■ He considered trying his hand as a Hollywood script writer, "but in light of the bad state of the movies then, everyone advised against it." He decided instead to come to New York as a copywriter, since he had worked in advertising for five years prior to the war (with two London agencies, and as assistant ad manager for Spratt's dog biscuits).

"I didn't have much money, and New York is not the place to be poor in. I tramped around New York with my sample book, but the samples were all old and all British, and no one was impressed. I finally threw the thing away and took a job as an information clerk with the British Travel Assn."

A year later, in 1949, he took a job as a publicity writer for the association's agency, Cecil & Presbrey. From there he moved into the copy department, where he stayed until 1954, when he decided it was time for a Sabbatical in England. He ended up in a cottage in Polruan, a village on the Cornish coast, where he "read prodigiously and loved it so much I stayed a bit more than a year."

■ About the time he returned to the U.S., Bob Marshall, another Britisher (now at Lawrence Gumbinner Advertising), was leaving the Ogilvy agency and suggested Mr. Field as his successor. That was in September, 1955, and Mr. Field has been at OBM ever since, a "delighted" man. #

CHARLESTON

Is West Virginia's State and Industrial Capital

Surprising Facts on Charleston

The Charleston Gazette ranked No. 46 nationally in February in the volume of general advertising carried by morning newspapers, according to Media Records.

Just about the same time **U. S. News and World Report** (Feb. '59) in its survey of business conditions listed average worker's incomes. Only 20 cities had workers earning more than $5,000 annually.

Charleston topped the list of Eastern cities with $5,709, leading Pittsburgh, Wheeling and Wilmington. Other cities Charleston outstripped were Dayton, Cleveland, Tulsa, Spokane, San Francisco and Phoenix.

The same survey last year showed Charleston topping the East so the '59 report was no fluke.

Facts like these bear strong testimony that Charleston is a Market with a Wallop. If you're not using the Charleston Newspapers to sell your clients' goods or services, you're missing a real bet.

The Charleston Gazette
Charleston Daily Mail

CHARLESTON 30, WEST VIRGINIA
Reps: Johnson, Kent, Gavin & Sinding, Inc.

THE BIG ST. PAUL MARKET

KEEPS RIGHT ON GROWING ALONG!

TODAY'S POPULATION 529,600

Market on the go. Market on the GROW. That's the St. Paul story, and each successive chapter spells out new economic vigor and new selling opportunities.

Already brimming with enough buying power to firmly establish itself as one of the nation's great markets, St. Paul is destined to be among the *greatest* . . . and here's why:

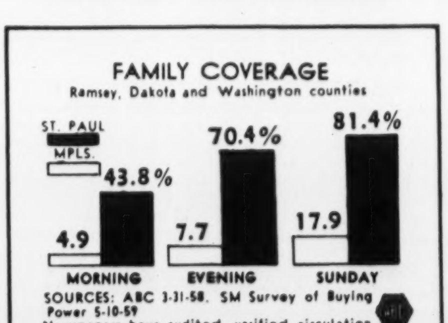
Dayton's Inc.—one of the nation's Big Ten in merchandising expanded operations into Downtown St. Paul early this year, and plan to build the finest store between Chicago and the Pacific coast. Sears, too, is scheduled to soon begin construction of a giant retail outlet on the fringe of the St. Paul loop. And the Minnesota Highway Department has completed new super highways that are bringing thousands of additional shoppers straight into St. Paul.

Even now, the 529.600 people in the 3-county* St. Paul Market spend 655 MILLION RETAIL DOLLARS each year . . . and that's only the beginning.

How do you reach this rich, ever-growing market? One newspaper does it. Virtually *untouched* by any outside newspaper, the St. Paul Market is *blanketed* by the St. Paul Dispatch-Pioneer Press.

*With the official okay of the U.S. Census Bureau, the St. Paul "Half" of the Twin Cities Metropolitan Area embraces Ramsey county, Dakota county and Washington county.

AND 1 NEWSPAPER OFFERS UNCHALLENGED BLANKET COVERAGE!



SOURCES: ABC 3-31-58, SM Survey of Buying Power 5-10-59
Newspapers have audited, verified circulation

ST. PAUL DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS

Representatives RIDDER-JOHNS, INC.
New York—Chicago—Detroit—Los Angeles—San Francisco
St. Paul—Minneapolis

Whether you rely on the power of black-and-white or the impact of blazing color . . . St. Paul belongs on your "A" schedule!

EVEN JOHN CAPLES* LAUGHED

when we set down the promise he'd get a reservation confirmed at any Sheraton Hotel in just 4 seconds. "Make it believable," he said. "Change it to 59 seconds." But, so help us, electronic Reservatron works faster than that. The proof is when you call your nearest Sheraton Hotel. **SEND FOR FAT FREE BOOKLET:** 96 pages describe the delights awaiting you in 47 Sheraton Hotels in 39 cities. A boon for you — and for us (we're testing this ad). Address: Sheraton Corp., Ad Age Ad #1, 470 Atlantic Ave., Boston, Mass.

*Noted copy-testing expert and author of "They Laughed When I Sat Down at the Piano."

AFA Headquarters to Shift to Washington

(Continued from Page 1)

board chairman, Robert Feemster, executive committee chairman, *Wall Street Journal,* said in announcing the move to Washington.

"It is of vital importance that advertising's function and principles be clearly explained to all and that advertising lend its services to causes and activities which are in the public's best interests."

▪ Robert Wilson, partner in Champ, Wilson & Slocum Advertising Agency, San Diego, and a member of Congress, hailed the AFA move toward Washington as a major step, in a talk to the convention Monday.

Asserting that advertising has failed to speak up for itself "when unfairly attacked and unfairly legislated against," Rep. Wilson said: "We cannot allow the current challenges to our profession to go unchallenged. We must not lose our case by default.

"This is why I am so encouraged about the prospects of AFA opening a Washington office ... I predict that the fulfilment by AFA of the long-felt needs of advertising will be so rewarding that expanded services and executive activities will be demanded. Advertising will take its place as a leader, along with other great trade and professional associations in Washington."

▪ Reviewing the recent history of legislative attempts—both national and local—to tax advertising and to eliminate tax deductions for certain kinds of advertising, John J. Ryan, legal counsel to the AFA, told the annual business meeting that all of advertising must be alerted to the peril that faces it.

The advertising industry should consider the power its components wield as "masters of the mass media" and "molders of public opinion," he said.

"It would seem like suicidal indifference to the continued life of our industry if we neglected to use this great force to present the justice of our cause to our fellow citizens," he added.

Beyond this, Mr. Ryan said, "the most effective method of influencing legislation yet devised is the simplest—direct communication between John Doe, citizen, and his elected representative.

"Although a paid lobbyist, a good public relations man and an alert trade organization such as the AFA all play important parts in any campaign to influence legislation," he said, "you and the hundreds of thousands like you who earn your livelihood out of advertising are, in your capacity as individual citizens, the most effective lobbyists your profession could ask for."

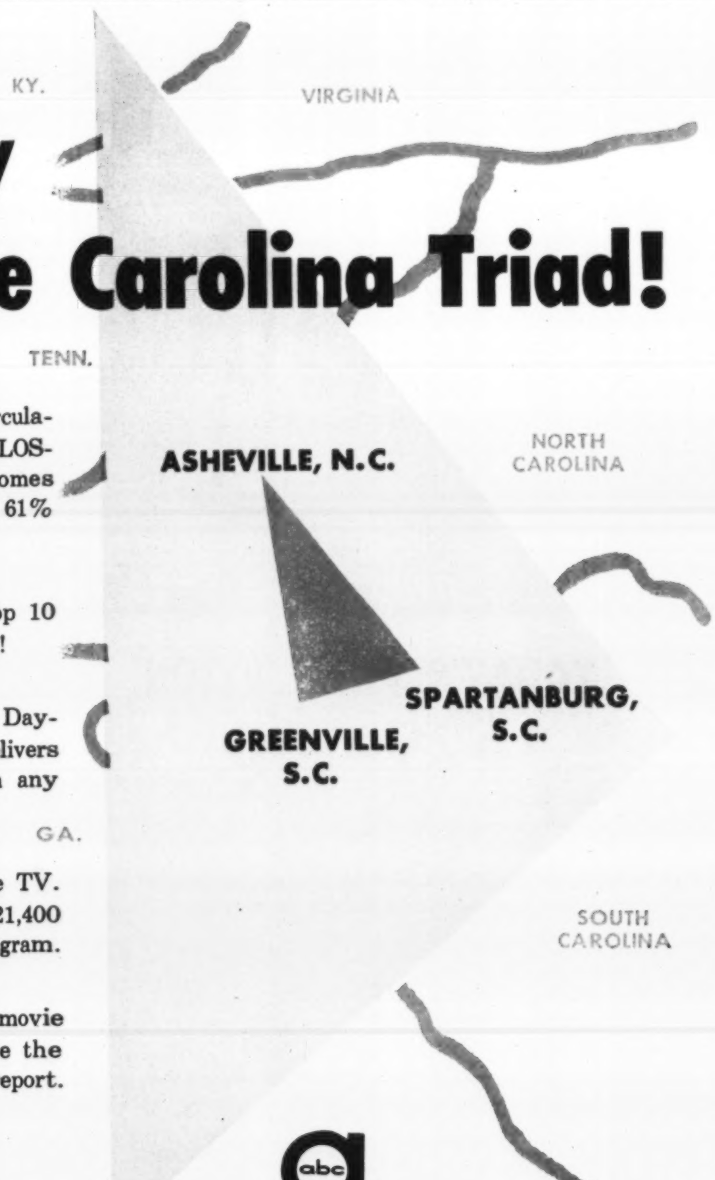
▪ New chairman of the AFA board is James S. Fish, vp and director of advertising, General Mills, Minneapolis.

John P. Cunningham, chairman, Cunningham & Walsh, New York, was elected vice-chairman. Perry L. Shupert, vp, advertising and sales, Miles Laboratories, Elkhart, Ind., was named treasurer; Dorothy Noyes, vp, Noyes & Sproul, New York, was named secretary. Re-elected president and general manager was C. James Proud.

Bonnie Dewes, vp, D'Arcy Advertising Co., St. Louis, was re-elected AFA vp and chairman of the council on women's advertising clubs. George W. Head, manager of advertising and sales promotion, National Cash Register Co., Dayton, was re-elected AFA vp and chairman of the council on advertising clubs. Other vps elected by the council were Philip E. Nutting, New England manager of *Holiday*, re-elected; and Lee Fondren, manager, KLZ, Denver.

▪ Five new directors were named for two-year terms: J. Davis Danforth, exec vp, Batten, Barton, Durstine & Osborn; Albert N. Halverstadt, Procter & Gamble Co., Cincinnati; Burton E. Hotvedt, Klau-Van Pietersom-Dunlap, Milwaukee; Bill McDade, Judd Advertising Co., St. Louis; Charles B. Ryan Jr., Firestone Tire & Rubber Co., Akron.

Re-elected to two-year terms were Leo Burnett, Leo Burnett Co., Chicago; Dr. Melvin S. Hattwick, Continental Oil Co., Houston; Mr. Cunningham and Mr. Shupert. #



ARB Shows **WLOS-TV**

FIRST in the Carolina Triad!

FIRST in Weekly Circulation. ARB, March tabulation shows WLOS-TV reaches 316,480 unduplicated homes weekly; 28% more than station Y, 61% more than station Z.

FIRST with 7 out of the top 10 programs in the entire Carolina Triad!

FIRST in Daytime TV. "American Bandstand" delivers more homes, (60,200 average), than any other daytime program.

FIRST in Night Time TV. "Maverick" delivers more homes (121,400 average), than any other night time program.

FIRST with movie audiences. WLOS-TV's movies are the highest-rated in the March ARB report.

O-o-o-p s . . . Almost ***FIRST***

Station Share-Homes-Reached Sign-on to Sign-off

Station Y 39.5%
WLOS-TV 37.7%
Station Z 22.8%

Just watch for the next rating report!

MORE FIRSTS ARE ON THE WAY

under WLOS-TV's progressive *new* ownership and management . . . working always to provide the tops in entertainment and audience!

abc

WLOS-TV

towering new force in Southeastern TV

Unduplicated ABC in
Asheville • Greenville • Spartanburg

WLOS AM-FM

Represented by: Peters, Griffin, Woodward, Inc.
Southeastern Representative: James S. Ayers, Co.

WOMETCO ENTERPRISE

Top TV-Advertised Drug Products: 1958

	Brand	Network	Spot	Total*
1.	Anacin	$9,295,210	$2,951,490	$12,246,700
2.	Alka Seltzer	2,974,973	5,268,130	8,243,103
3.	Bufferin	6,405,797	930,540	7,336,337
4.	Dristan	3,555,463	1,895,120	5,450,583
5.	Anahist	155,642	4,716,340	4,871,982
6.	Bayer Aspirin	3,825,744	894,890	4,720,634
7.	Geritol	3,770,854	96,470	3,867,324
8.	One-A-Day Vitamins	1,432,398	1,323,010	2,755,408
9.	Vick Cold Remedies	510,621	2,212,090	2,722,711
10.	Phillips Milk of Magnesia	2,315,676	331,030	2,646,706
11.	Bromo Seltzer	438,271	1,736,600	2,174,871
12.	Rolaids	964,977	916,130	1,881,107
13.	Regimen	———	1,762,810	1,762,810
14.	Sominex	1,623,966	15,220	1,639,186
15.	Fizrin Instant Seltzer	505,137	1,109,400	1,614,537
16.	Pepto Bismol	———	1,537,750	1,537,750
17.	Bactine	253,095	1,167,380	1,420,475
18.	Carter's Little Liver Pills	647,486	717,980	1,365,466
19.	Preparation H	———	1,087,230	1,087,230
20.	4-Way Cold Tablets	141,982	858,570	1,000,552
21.	Fletcher's Castoria	359,525	604,920	964,445
22.	Bisodol Powder	908,418	3,900	912,318
23.	Haleys M.O. Laxative	684,392	201,340	885,732
24.	Thorexin	439,887	441,400	881,287
25.	Heet	867,305	5,400	872,205
26.	Serutan	855,957	2,550	858,507
27.	Nytol Tablets	535,054	314,190	849,244
28.	Zarumin	799,351	———	799,351
29.	Demarex	789,134	880	790,014
30.	Isodettes Antiseptic	———	787,160	787,160
31.	Infra Rub	———	774,517	774,517
32.	Band Aid	696,338	62,210	758,548
33.	Isodine Gargle	———	755,640	755,640
34.	Noxzema Medicated Cream	738,161	———	738,161
35.	Coldene	154,325	583,770	738,095
36.	Vita-Yum	———	652,130	652,130
37.	Ironized Yeast Tablets	629,510	3,150	632,660
38.	Bayer Nasal Spray	564,829	28,700	593,529
39.	Tums	562,503	———	562,503
40.	Bayer Children's Aspirin	526,439	28,700	555,139
41.	St. Joseph's Aspirin	———	529,120	529,120
42.	Sal Hepatica Laxative	496,897	6,000	502,897

*Gross Time Sales. Source: Television Bureau of Advertising figures from Leading National Advertisers and Broadcast Advertisers Reports (network) and N. C. Rorabaugh (spot).

Drugs, Medicines Don't Rule TV Airwaves; It Just Seems That Way

(*Continued from Page* 2)

manship looms so large in the viewer's mind while taking up such a relatively small portion of time is quite a testimonial to the potency of the hard-sell, graphic medical commercials. In short, there are not more of them than anything else; it just seems that way.

An analysis of drug spending made by TvB for ADVERTISING AGE showed 42 products which allotted more than $500,000 to tv last year. This study covered gross time charges only. The inclusion of talent and production charges could change the rankings considerably.

■ In first place was Anacin, with more than $12,000,000. In terms of time costs only, this headache balm is the second largest tv-advertised brand in the country (AA, March 23). Anacin's emphasis was on network.

Runner-up was Alka-Seltzer, with more than $8,000,000, the biggest chunk of which went to spot. Alka-Seltzer placed eighth among all products in terms of tv time expenditures.

The third placer also was a headache remedy—Bufferin—with a budget of more than $7,000,000, or enough to make it the 13th biggest spending product on tv.

In 19th place was Preparation H, the product frowned on by the code review board of the National Assn. of Broadcasters. Despite the industry attitude toward hemorrhoid treatments, this product managed to clear $1,087,230 worth of spot tv time in 1958.

■ Pulse and other researchers have found evidence that drug commercials usually are not very popular with the viewers. Tv, however, must be just what the doctor ordered to keep the sales departments of the medicine companies happy. Tv continues to attract more drug dollars all the time.

Spot time expenditures for this classification jumped from $11,560,000 in the first quarter of 1958 to $16,453,000 for the first quarter of 1959. Network boosted its time take from medicines to $19,509,128, compared with $15,617,567 for the first quarter a year ago. #

Carillon Sets Newspaper Drive

Carillon Importers Ltd., New York, will break ads in newspapers in major scotch markets within two weeks for its import scotch, Antiquary, which has not been available in the U.S. since 1944, when Renfield Importers Ltd. handled it. The scotch will sell here at $6.99 a fifth. Gore Smith Greenland Inc. will handle the advertising. The budget is reportedly $100,000.

Dodge Plans 3 Dart Models

M. C. Patterson, general manager of the Dodge car and truck division of Chrysler Corp., announced at a dealers meeting in Syracuse last week that there will be three Dart models—Pioneer, Seneca and Phoenix. All will have the Dodge name attached. Mr. Patterson said that there will be "more unified advertising and promotion campaigns."

Swisher Names Jackson, Haerr

The Swisher feed division of William Davies Co., Danville, Ill., has appointed Jackson, Haerr, Peterson & Hall, Peoria, Ill., to handle its advertising. Swisher plans an expanded feed service merchandising program.

POSITION Next to live news !
COPY Complete cuts

O.K. . . . in CHARLESTON, S. C. . . .

"We've got NEWS for you!"

In the growing Charleston area nearly everyone "READS" his daily newspapers. The POST-NEWS & COURIER, because of its fearless, honest reporting of the NEWS that affects some 250,000 people within its influence, are carefully READ . . . right down to the obituaries. Advertisements in these newspapers get the same careful READING . . . these, too, are NEWS!

SELL THIS BIG MARKET WITH THE NEWSPAPERS THAT ARE READ

Charleston EVENING POST NEWS and COURIER

Represented Nationally by
THE JOHN BUDD COMPANY

Better Homes and Gardens
IDEAS

If you want to sell more soaps and cleansers, go where every page is full of ideas that sell: Better Homes and Gardens, the family *idea* magazine. BH&G's home-loving, home-owning readers are as alert to better ways to clean the old curtains, for instance, as they are to ideas for new ones. In a recent check, from one to two million more Better Homes and Gardens readers had bought laundry soap or detergent within the past 2 weeks than readers of any of the three major women's magazines covered in the study—9,850,000 readers* in all.

**Look-Politz Study, 1958*

During the year 1/3 of America reads BH & G . . . the family idea magazine

HERE'S YOUR OPPORTUNITY TO EXHIBIT
DURING THE MOST FABULOUS PERIOD OF THE YEAR!

9 GREAT DAYS
DAIRY AND FOOD EXPOSITION
AND COUNTRY FAIR
December 26 through January 3, 1960
at the NEW YORK COLISEUM

BE AN EXHIBITOR . . . Let your display booth create top consumer interest in your product, your business . . . reach the greatest number of people!

IT'S THE BIG, COLORFUL SHOW
DEDICATED TO THE DAIRY, ICE CREAM, POULTRY,
CATTLE, LIVESTOCK, FARM AND FOOD COMPANIES!

Open to the Public, with Special Trade days

RESERVE YOUR BOOTH(S) TODAY . . . Minimum size 10'x10' ($5.00 per square foot) $500.00

WRITE . . . WIRE . . . PHONE TODAY

DAIRY and FOOD EXPOSITION and COUNTRY FAIR
9 East 47th Street, New York 17, N. Y. · PLaza 3-9180

Along the Media Path

Parents' Magazine is planning a new children's giveaway called "Children's Playcraft." It will be a 16-page booklet filled with games, cutouts, puzzles and other material selected by the magazine's editorial staff. It will have a full-color self cover on which the name of a sponsoring business will be printed. Only one business in a market area will be authorized to distribute the booklet. Additional information may be had from Martin Gitow, Parents' Institute, 52 Vanderbilt Ave., New York 17.

- **Esquire** has announced a new late four-color closing deadline: Five weeks prior to date of issue for the October, November and December, 1959, issues. The new policy is designed as a special convenience to automobile accounts scheduling new model announcement advertisements.

- On June 16 **Stanley Publishing Co.,** Chicago, celebrates its fifth anniversary. Five years ago, Stanley had one publication (*Transportation Supply News*); now it has seven. It started with eight employes, now has close to 50. It started with 600 sq. ft., now has 7,000 sq. ft.

- Some interesting information related to memory and the recall of familiar visual symbols was unearthed recently by **Puck—The Comic Weekly** in a telephone survey conducted among business and advertising agency executives. The survey was made in order to determine the ability of the respondents to identify the engraved illustrations contained in the standard issues of both the 3¢ and 4¢ stamps. Of a total sample of 469 persons called, 167, or 35.6%, were able to correctly name the Lincoln head as the portrait on the 4¢ stamp. Only 35 of the respondents, representing 7.5% of the total, remembered that the Statue of Liberty appeared on the 3¢ stamp.

  The results of the survey indicate, says *Puck*, that the low percentages of correct identifications are due to the minuscule sizes of the postage stamps—and that a theoretical enlargement of the engraving to the *Puck* page size would enormously increase retentive recognition as well as visual impact. The results of the survey will be related to a national advertising campaign featuring the page size and impact of *Puck*.

- With its July issue **Hospital Forum** will include all the hospitals in Northern California in its circulation as well as those in Southern California, almost doubling its circulation. The magazine is the official publication of the Hospital Council of Southern California.

- **WRCV-TV,** Philadelphia, urging advertisers and agencies (as well as viewers) to stay up until 1:10 a.m. to watch "McMahon & Co.," has sent out a mailing piece with NoDoz stay awake tablets glued onto the cover.

- **Hot Rod** will add eight pages beginning with its July issue, bringing the total number of pages to 116. Newsstand price will not be affected.

- **KTNT-TV,** Tacoma, has sent out a "Psychopad for Advertising People." It features a space marked out by dotted lines with the legend: "Do not write in this space." Beneath this is another line reading: "Go ahead and write! Break the rules! Strike a blow for freedom!".

- The Armed Forces Management Assn. awarded its annual service award for 1959 to **Armed Forces Management,** a publication of American Aviation Publications. The award is made to the "group, organization or company which has made the greatest contribution to the improvement of management in the Armed Forces during the past year."

- **Redbook** mailed engraved cigaret lighters to 20th Century Fox distributors and key executives to alert them to the 20th Century Fox ad for the film, "Say One for Me," in the June *Redbook*. The front of the lighter was inscribed "20th Century Fox gives you matchless support . . ." The other side read " 'Say One for Me' . . . advertised in *Redbook*."

- The June, 1959, issue of **Boys' Life** marks the first appearance of a full-color rotogravure section which will appear in the magazine each month. This new roto section allows advertisers to run four-color ads in the inside of the book.

- To mark the opening of a new $4,000,000 home, Broadcast House, **WXYZ** and **WXYZ-TV,** Detroit, have sent out plastic paper weights in which are embedded combinations to a safe. The safe contains several thousand dollars worth of American Broadcasting Co. stock. In approximately seven years from the opening of Broadcasting House—May 1, 1966—a sealed envelope will be opened, and the person owning the plastic weight with the right combination will get to open the safe, and keep the stock.

- **Department of New Laurels:**

  For the first six months of 1959, **Automotive World,** in English and Spanish editions, carried 10% more advertising pages than the comparable 1958 period, and it was up 13% in advertising revenue.

  Seventeen shows a gain of 2.7% in advertising linage for the first six months of 1959 over the same

If You Buy

ART & TYPE

and photography, get ART DIRECTION, The Magazine of Creative Advertising. It's a monthly magazine with a fabulous visual report of WHAT'S NEW—WHAT'S BEST.

Published since 1949, issues average over 120 pages of tremendous value as an art and idea source. Only $4.00 a year for twelve issues; $7.00 for 24 issues. (New rates go into effect September 1, 1959.)

Get **ART DIRECTION**

19 W. 44th St., New York 36, N.Y.

where your SALES STORY reaches the

Today, most major advertising decisions are shaped by team effort. Chances are, in the companies and agencies you want to reach, at least three, four or more executives will influence the choice of your market, medium or service.

Industrial Marketing's monthly penetration of industrial companies and agencies is a vital factor for IM advertisers. Because IM is the only publication serving the specialized interests of those concerned with selling and advertising to business and industry, most of the men who call the shots on industrial markets and media are enthusiastic IM readers.

At the Minnesota Mining and Manufacturing Company, for example, where business papers get a large slice of the firm's advertising budget, decision-makers of importance to you read Industrial Marketing regularly and thoroughly. Here is what six members of the decision-making team at 3M say about IM:

C. O. MOOSBRUGGER
Director of Advertising

"Since 3M is a growth company, we naturally are vitally interested in new markets. But, nowadays even established markets keep changing and presenting new profit potentials; we have to keep up with them, too. That's why we're grateful for a publication which makes a specialty of condensing every important advertising-selling development within its covers, accurately and concisely—while it's still news. Industrial Marketing never wastes our time—it multiplies our productivity."

The magazine of selling and advertising to business and industry

INDUSTRIAL MARKETING

period in 1958.

An increase of more than 84,000 in paid circulation for the first six months of 1959 over the same period of last year has been announced by **Playboy** in a publisher's estimate of circulation. The average circulation of 943,000 for the six-month period compares with 858,656 average ABC-audited sales for the same period of 1958.

True Confessions showed a gain of 26% for the first five months of this year as compared with January through May, 1958.

Bride & Home had a 29-page gain in advertising linage for the first six months of 1959.

The January-through-June, 1959, issues of **Workbasket** show a cumulative ad linage gain of 15.1% over the like period of 1958.

The Insurance Salesman for the first six months of 1959 published a total of 443 pages of paid advertising. This is 60 more pages of paid advertising than it published in the first six months of 1958—a gain of 16%.

Total advertising revenue of $1,094,319.14 in **American Exporter Publications** for the first six months of 1959 is the highest ever recorded for any January-June period in the company's history. This represents a total of 2,274.11 ad pages.

Advertising pages in **Nation's Business** for the first half of 1959 are 16.4% ahead of the comparable period of 1958. Because of increased use of four-color advertising, revenues for the period are 20.9% greater than last year. #

Olin Mathieson Reorganizes Winchester Division

Under a reorganization of the sales staff of the Winchester-Western division of Olin Mathieson Chemical Corp., New York, the following changes have been made. Paul F. Lewis, formerly southern regional manager, has been named sales manager of arms and ammunition; William E. Talley, from western regional manager to marketing manager, firearms; William H. Dittmann, from assistant sales manager to marketing manager, ammunition; A. S. Cogan, from industrial and military sales manager to marketing manager, industrial and military; and James J. Clarke from sales manager of the division's Ramset operations to merchandising manager responsible for merchandising, advertising and promotion of all the division's products.

The new appointees all will be located in New Haven, Conn., and will report to William R. Kelty Jr., division vp for marketing.

Christian to Lavenson

Caye Christian is resigning as ad director of Neiman-Marcus, Dallas, to join Lavenson Bureau of Advertising, Philadelphia, as copy director, effective July 6.

Van Brunt & Co. Moves

Van Brunt & Co. Advertising-Marketing Inc. and its affiliate, Media Promotion Organization Inc., have moved to 355 Lexington Ave., New York.

After 41 Years, Milwaukee's Boston Store Drops Stamps

MILWAUKEE, June 9—The Boston Store here has dropped trading stamps because its management said it could "do other things that were more useful."

The store, a member of the Federated Department Stores organization, has used stamps as a merchandise feature for 41 years. The stamps were the Boston Store's own. A spokesman for the Boston Store said it was felt that the stamps were "diverting us in many ways" and that though the stamps were "useful," they were preventing the company from offering maximum values and service to its customers.

■ The spokesman reported that the store was making numerous changes, including price changes, improvement of services and merchandising.

The Boston Store was the only one in the Federated chain to use a stamp plan.

Ed Schuster & Co., a competitive chain of four department stores which also offers stamps (its own Schuster stamps), says it has no plans for discontinuing stamps. #

ANA Elects Two

H. George Wolfe, ad manager of the chemical division. Merck & Co., has been elected chairman of the chemical group of the Assn. of National Advertisers. Clem W. Kohlman, ad manager of the industrial chemicals division, American Cyanamid Co., has been named vice-chairman.

'Sioux City Journal' Adds 'Parade'

The *Sioux City Journal*, starting with its Oct. 4 issue, will begin distribution of *Parade*, bringing to 64 the number of newspapers distributing the publication.

Beardslee to 'Pacific Builder'

Clarence Beardslee has joined the Los Angeles advertising staff of *Pacific Builder & Engineer* and *Pacific Architect & Builder*. Mr. Beardslee was formerly with the *Southwest Builder*.

Burnett Moves N.Y. Office

The New York office of Leo Burnett Co. has moved to 477 Madison Ave.

Decision-Making Team

DONALD JOYCE
Marketing Manager,
Industrial Trades Tape Division

"Certainly the success of any marketing program depends on how well we know our markets and how well we apply this knowledge in the development of an aggressive, hard-hitting sales program. The marketing techniques and information provided in Industrial Marketing have proved to be very valuable in developing campaigns for the promotion of Scotch Brand Pressure-Sensitive Tapes for industry. For this reason, I look forward to receiving my copy of IM every month."

GEORGE W. SANDELL
Advertising Manager,
Graphic Products Division

"It is my opinion that no one can read a single copy of Industrial Marketing without benefitting many times the cost of one year's subscription. Today's intense marketing conditions demand broad management and promotion know-how from the responsible advertising manager. Industrial Marketing is one of the finest sources for this information that I know of."

RICHARD W. STRINDMO
Merchandising Supervisor,
Electrical Products Division

"Every issue of Industrial Marketing seems to have an article that coincides with a project we are currently running or planning. Each new project, of course, brings new problems to solve; knowing what other people in the industrial market are doing in similar situations helps us evaluate several courses of action. Since Industrial Marketing goes into depth on so many subjects, each current copy gets thorough reading in the 3M Electrical Products Division. And, IM's value doesn't end with departmental routing. The back-issue file gets consistent use."

CHARLES BRANDON
Marketing Supervisor,
Coated Abrasives and Related
Products Division

"Marketing at Minnesota Mining & Manufacturing is complicated by two factors: an ever-expanding line of products and ever-changing markets to serve. Industrial Marketing's valuable reference material is constantly being referred to as a result of our problems. Throughout each issue of IM we find constant stimulation and thought."

JOHN GUSTAFSON
Advertising Supervisor,
Coated Abrasives and Related
Products Division

"It takes a national marketing magazine, like Industrial Marketing, to pinpoint today's selling and advertising problems in their true perspective. I respect IM's editorial columns for a genuine desire to be of service to the client as well as the agency, with a well-turned menu of ideas, news and reference material."

1 Year (13 issues) $3

INDUSTRIAL MARKETING
im

200 E. ILLINOIS ST. • CHICAGO 11 • 630 THIRD AVE. • NEW YORK 17

JUST LIKE ANDROCLES AND THE LION

people
REACT
to the
voice and vision
of NBC in
South Bend - Elkhart

call Petry today!

WNDU-TV CHANNEL 16

BERNIE BARTH & TOM HAMILTON

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Doubts That 'Give 'em What They Want' Is the Best Advertisers Can Do in TV Programming

To the Editor: During the past few years we have all seen a great deal of adverse criticism of network television program offerings, both in the trade press and in consumer media. One result of so much airing of the issue has been to force a choosing of sides. Regretfully, I sense that a popular attitude among advertising people favors a philosophy which might be expressed something like this, "We're not in the education business, let's give 'em what they want." This insistence that the public somehow knows what it wants and reflects its fundamental taste (or lack of it) by tuning in certain shows and turning a cool shoulder to others offers a debatable point of logic. Yet to question this tenet is to invite the egghead label.

It seems to me that another programming philosophy is permissible, without going all the way over the line toward the ranks of arty up-lifters . . . those who would have television force culture with a capital "C" on a public just waiting to be told what's good for them. I'm not prepared to recommend that we throw Lawrence Welk to the birds in favor of three-hour segments of ballet, with 20-second commercials fore and aft. The plea, then, is for consistently better quality in terms of story material, mature dialog, sharp production, and for more variety in program formats.

Let me admit at the outset that I think television has performed a creditable feat in arriving at its present level as an entertainment medium in the relatively short course of its life. Television, in a very few years, far outstripped radio in its finest hour in attaining the program standards which have existed for the past five or six years. Possibly few people have stopped to consider how much better television is, taking the good with the bad, than radio ever was. Remember when the Lux Radio Theater was the big dramatic presentation of the week? The same show, done in pretty much the same way on television, failed to measure up to many tv dramas. Is it possible that people's entertainment tastes have become a little more sophisticated—not by dint of any genetic improvement in the breed, but merely by new and different types of exposure? If upgrading of the public taste is an allowable phenomenon, then what a disservice we do when we insist on counting the votes for today's programs and giving them more of the same.

At the risk of courting censure from all sides, I would like to say that I don't think anyone, including Mr. and Mrs. America, really knows what the public wants to see on television. If the brand of clairvoyance which opposes this stand was very prevalent among the producers of our entertainment, there would be mighty few Broadway flops or television shows that fold after the initial contract period has elapsed, and certainly a scarcity of million dollar motion pictures that don't make any money.

■ Those who champion the concept of playing to the groundlings in mass entertainment media are fond of pointing out the often encountered discrepancies between the critic's choices and the ratings, or the box office grosses in the case of motion pictures. The exceptions exist, however. The movie version of "Mr. Roberts" was a standout critical success and a box office topper. Moral? The public, in great numbers, does appreciate real quality, particularly when the subject is one of universal interest. I like to think there are more than a few such subjects. This is conjecture, but it seems to me that the major difference between sophisticated appreciation of good entertainment and endorsement by the great majority of people, lies in the fact that the sophisticate knows *why* he likes a particular show and enjoys indulging in critical analysis, whereas the average person only knows he likes it—and doesn't much care why.

A lot of different people exert influences of varying quality and weight on television's menu and, one suspects, every major faction thinks the others are out of step. The tv rating systems have suffered their share of the indictment against current programming trends. Those of us who admit to a problem know the ratings aren't to blame—it's those who use them. In the absence of any definitive method for measuring the selling effectiveness of one show versus another, we scramble for numbers. The networks, in part, nurture this appetite for big, big audiences and the subsequent program copy catting, for they know that time sales depend on it. And maybe sponsors let pride get in the way of judgment now and then.

■ When an advertiser finds himself in show business he far too often views the whole thing as a competitive battle. He's got to show this high priced tv monster that he can use it efficiently and he can't wait to make the top ten with his entry. Certainly his agency senses this and the rating race is on. So long as ratings are on the ascension, everybody's happy. And hardly ever do the nice folk who are paying the bills stop to consider the quantity-quality ratio. Lots of tents have been filled with people who like tambourine music and get lots of kicks from the fellow up front waving his arms, but who aren't really buying any of it.

Let's grant the point that there are and always will be many shows that represent superior entertainment, but do not have the magic quality of universal appeal and, therefore, will never break the rating scales. If I had a good quality, but not very emotionally charged product to sell, one that most people already knew about, I think I'd happily choose a moderately popular program with the splendid casting, smooth production and brilliant dialogue of a "Leave It To Beaver" over a better rated "trend" show. Somehow I'd feel the impact I was making against my enlightened audience would more than compensate for their limited members. Maybe, too, they'd remember me long after my show had run itself out.

■ The possibility of "program climate" as an influence on commercial effectiveness may have been overworked to the point of diminishing concerns, but in my opinion, here lies the essence. Persuasion to the view that audience moods can be influenced toward better sales receptivity shouldn't mean limiting evening tv fare to re-runs of "Father Knows Best." Big ticket items may well be suited to the spectacular. The Du Pont and General Electric dramatic presentations must go a long way in furthering a good corporate projection for those companies. And there are some good westerns, but let's not wear out the swinging doors. "Maverick" exhibits real refreshment in the midst of an otherwise fairly monotonous main course. What's "Maverick" got that other westerns haven't got? Lots and lots, but most important of all is what I suspect it does for its sponsors.

Wouldn't you guess that many "Maverick" fans feel a sense of appreciation for those with enough imagination to bring this show into the living room? This quality of feeling on the part of audiences—this recognition of a kindred soul, perhaps of a sponsor who doesn't take himself too, too seriously and who dares to back the new and different—must soften the ground where a fellow might want to plant a commercial idea or two. Seems to draw big numbers, too.

ORIENTAL THEATRE HO 4-0744
7425 Sunset Boulevard

PAN PACIFIC THEATRE WE 8-7070
7574 Beverly Boulevard

EDITOR'S NOTE: For 4 days straight we've been trying to catch Mr. Lefton to find out what his next bills are. Failed miserably! But be sure they're good pictures and a call to either of the above numbers will give you a nice recorded announcement of what's showing. We ought to know—we've heard the present program 47 times.

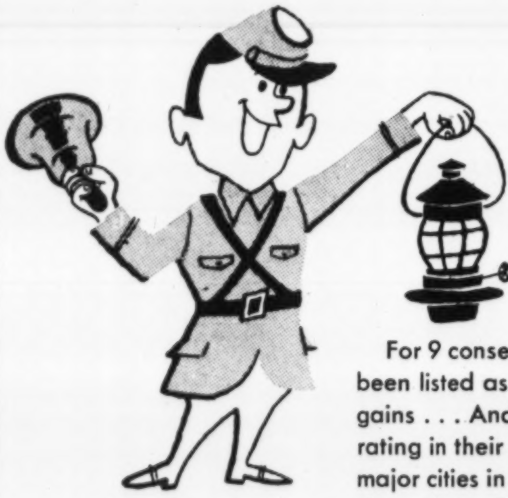
Free Parking — Keno Thurs. Nite

Free Parking — Keno Fri. Nite

Copywriter Has His Day

To the Editor: A rare and classic example that should evoke praise from frustrated copywriters everywhere. Who will be the first to try it on a national account? [It appeared in *The Canyon Crier*, Hollywood, Cal.]

Irv Edelstein,
President, Irvin L. Edelstein
Associates, Los Angeles.



No. 1 IN THE NATION

For 9 consecutive months, Jackson, Mississippi has been listed as the top city in the nation for business gains . . . And 5 national publications agree on this rating in their economic reports . . . Jackson led 100 major cities in increased banking activity . . . Jackson showed an 18% business gain over the previous year . . . industrial employment is up 9% . . . and a 30% retail sales increase is forecast. If you want business where business is being done—place your sales message in Mississippi's two top newspapers—

THE
CLARION ★ LEDGER
AND
JACKSON DAILY ★ NEWS
Jackson, Mississippi

Mississippi's First Newspapers • Represented by the Katz Agency, Inc.

Co-Owners WJTV (TV) WSLI (Radio)

Simplify your purchase of engravings for letterpress and gravure . . . (and assure maximum reproductive quality) . . . by ordering from one source: America's finest photoengraving plant.

COLLINS, MILLER & HUTCHINGS, INC.
letterpress • gravure
333 West Lake Street at Wacker Drive • Chicago

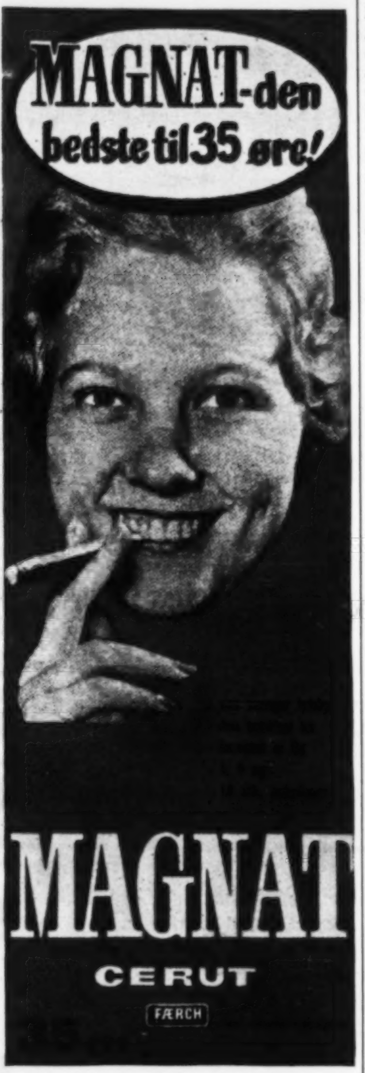
Fine things have been done and are being done on television, I just wish there were more brave hearts to unearth and pioneer the wonderful things we never see.

Frank F. Patterson,
Haddonfield, N. J.

• • •

It's the Thing in Norway

To the Editor: Why all this fuss about women in advertising? See the enclosed from the Norwegian edition of *Reader's Digest.*



Eldon Frye,
Assistant Director of Advertising, Convair Division, General Dynamics, San Diego.

• • •

Lorna Opatow Takes Issue With Report of Auto Study

To the Editor: In the May 18 issue you presented an article supposedly reporting on the results of a motivation study on automobile advertising. The article stated that copies of the report are available.

After reading the article, I called Motivation Research Reports in New York and was told that copies of the study are available at $500 each. Also the study was based on a sample of 85 people and, as I originally suspected, was in the nature of a pilot test.

During the course of a year, Advertising Age prints many articles dealing with research techniques, procedures, etc. You also report on controversies in the research field. It is difficult to believe that your editors are as ignorant of research procedures as to print the results of a pilot test and label it a full-scale study. A motivation study such as this is usually intended as a base for a complete study of the problem. Without a full-scale survey, there is no basis for reporting percentages of the population who think this, that or the other thing. For example, "30% of present car owners say the higher price cars"; if all 85 of the people interviewed are present car owners, this means that a total of 26 people "say the higher priced cars . . ."

For a publication which prides itself on calling attention to misleading ads, etc., you have certainly missed the boat on this one. I find the situation especially distasteful in view of the general panning of research conducted by media.

Lorna Opatow,
Research Director, *Good Housekeeping*, New York.

AA's report should have included the extremely pertinent fact that copies of the report sell for $500. We are sorry it did not. Motivation Research Reports insists, however, that the study was not "in the nature of a pilot test," but rather a large enough sample "to produce sufficient range of psychological data to be meaningful."

• • •

Loss of Firestone Hour Is Not Unnoticed

To the Editor: Someone should say it. It should not go unnoticed.

Last Monday night I viewed the final broadcast of the Voice of Firestone. It was a good program. You would have liked it. But it died that night—it was 31 years old.

I wonder—is this right? Is it right that a network control our choice? Academic arguments aside, I believe "control" is the right word.

I read not long ago that the leader of another broadcasting company lost his job—some say because he tried to educate and elevate the people through television.

My opinion counts for nothing. Nor does yours. So I say this only because I feel it, and there must be someone to say it. Our land, if it is to grow materially and morally, must depend upon the wisdom and strength of its people. Whatever leads toward this is good. Whatever leads from this is bad.

One show, you might say, surely makes no difference. Quiz shows, westerns, mysteries . . . they die all the time, and no one cares.

But I say this *is* different. These people tried. They knew full well they spoke an unpopular cause. This did not deter them. An "executive," revenue, and ratings did.

The network has gained. The people have lost.

Lee D. Carlson,
Media Buyer, The Buchen Co., Chicago.

AA's Eye and Ear Man commented on "The Sponsor Nobody Wants" in the issue of May 4.

• • •

Who Determines Morality?

To the Editor: Open letter to Ernest Dichter, president, Institute for Motivational Research.

Regarding your letter to the editor in the June 1 Advertising Age in which you say in the third paragraph: "Rather than being guided and restrained by classes and rigid structures, a whole new class, the middle class, has been emerging which sets the tone, determines morality and unifies and frees at the same time."

I know the middle class is very important—just ask them; but somehow I have always been led to believe that God and the Ten Commandments determined morality.

Richard E. Hellyer,
Oak Park.

• • •

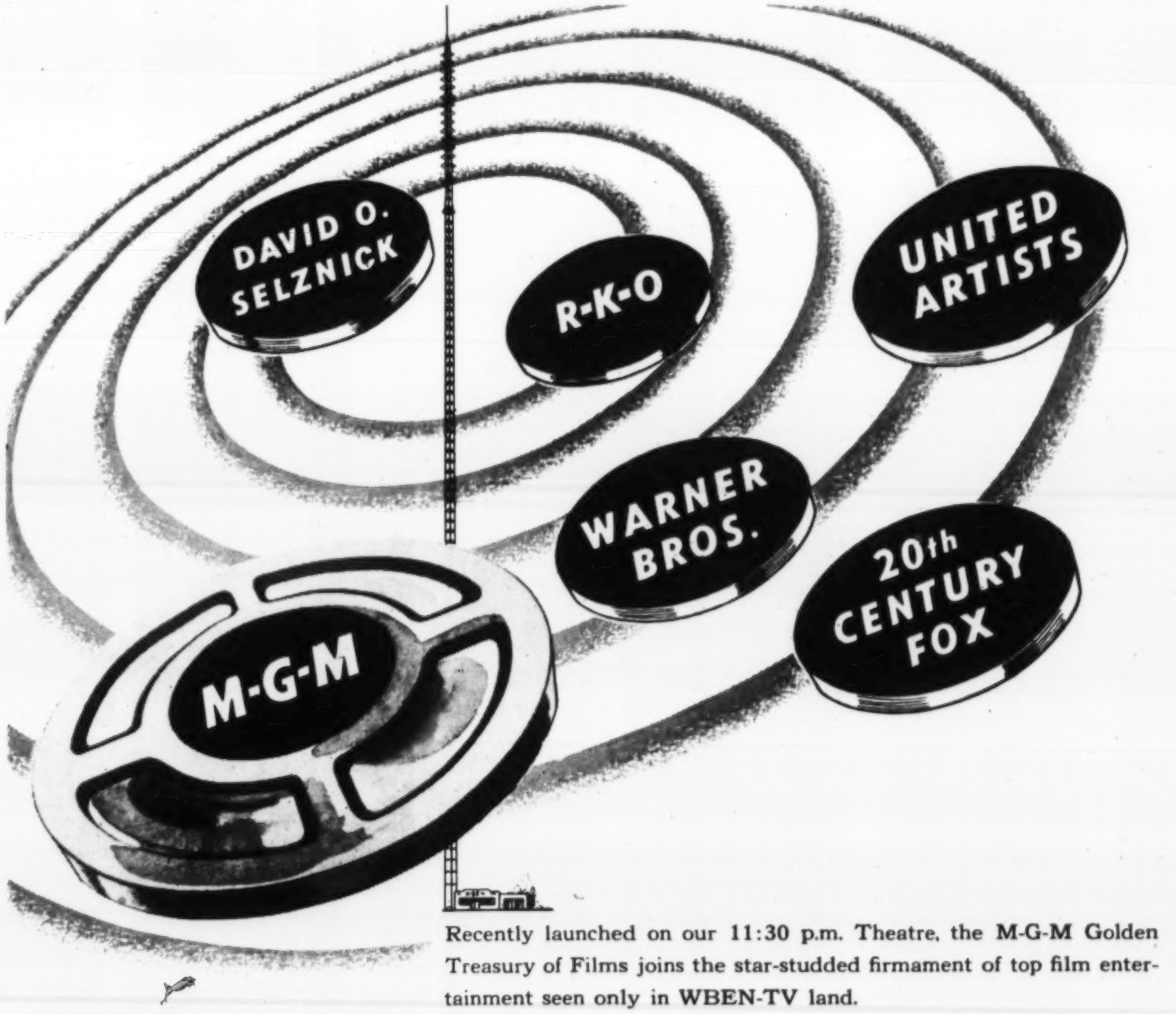
We Don't Know, Ether

To the Editor: Please take a second look at Rule No. 3 of *The Saturday Evening Post's* "Dry Gulch contest*. If the employes of the Curtis Publishing Co. cannot win "ether," then could this be called a "local" contest?

*Page 20 of the June 1 issue of Advertising Age.

Jerome M. Pendell,
Advertising Manager, Racine Hydraulics & Machinery Inc., Racine, Wis.

SAVE $ SAVE $ SAVE
Lowest Cost Duplicating Service MAGI-COPY
Office Copy Machine Owners! Photostat Users! Need 3—5—6—10—15—20—25—50—100 copies? Low as 7c per copy. No machine to buy—we do it all. Just send us what you want copied, we do the rest. Mail orders welcome. Write or call for FREE price list and information.
ALFRED MOSSNER COMPANY
108 W. Lake St. Chicago 1, Illinois
Phone: FRanklin 2-8600



Recently launched on our 11:30 p.m. Theatre, the M-G-M Golden Treasury of Films joins the star-studded firmament of top film entertainment seen only in WBEN-TV land.

WBEN-TV
puts another
great
film package
into orbit

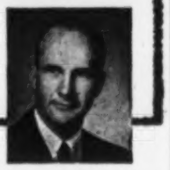
To the Western New York star-watchers this adds another good reason why "there's more on Channel 4". WBEN-TV Late Night Movies offer the most and best in film entertainment. The best product from the best studios, all intended to build the best late night audience.

And it's doing the job — as every rating service shows. Our national representatives, Harrington, Righter and Parsons, have all the facts and figures and will be happy to show you how your product and promotion can get top billing in the rich Western New York market when you put it up there with the stars on WBEN-TV 11:30 p.m. Theatre.

WBEN-TV
CBS in Buffalo
THE BUFFALO EVENING NEWS STATION
CH. 4

SURE WE MEAN BUSINESS!

by
Bert Ferguson
Exec. Vice-President, WDIA



"The secret of success is constancy to purpose." Disraeli said that, and it's a definition you just can't argue—no matter what you're trying to achieve!

That's why we say, "When it comes to selling the Memphis Negro Market, Success is spelled W-D-I-A!" Our constant purpose has always been to deliver profitable, high volume sales for satisfied advertisers . . . in a market they just can't reach with any other medium! MORE THAN JUST A RADIO STATION . . . WDIA HAS BECOME A POWERFUL ADVERTISING FORCE IN MEMPHIS—AMERICA'S 10th LARGEST WHOLESALE MARKET!

We're proud of our success story! America's only 50,000 watt Negro Radio Station—that's WDIA! Only 50,000 watt station in the area—WDIA! First station in the country to program exclusively to Negroes—again, WDIA!

POWERFUL ADVERTISING FORCE!

Negroes make up 40% of this high volume market, and you simply can't sell the Memphis Negro without WDIA!

Low Negro newspaper and magazine readership means you can't reach the Negro with these media. Television ownership is low. And, because he listens first and foremost to WDIA, you can't sell the Memphis Negro with any other radio station!

WDIA's all-Negro entertainment staff commands the Memphis Negro's loyal listenership! How? With a triple-threat combination of exclusive Negro programming, personal appeal, and hard-hitting salesmanship! Known far and wide for its "50,000 Watts of Goodwill" through active public service and civic leadership—WDIA has become a vital part of its listeners' daily lives!

It's A Big Buying Market!

It all adds up to this: WDIA's fabulous success story can mean high volume sales and profits for *you*!

Within WDIA's listening pattern are one-and-a-quarter-million Negroes. The biggest market of its kind in the entire country! They have total earnings of $616,294,100 per year. And they spend, on the average, 80% of this income on consumer goods!

Only WDIA reaches and sells this enormous audience. That's why, no matter what your budget is for the Memphis Market . . . no matter what other media you're using . . . a big part of every advertising dollar must go to WDIA! Otherwise, you are missing 40% of the Memphis Market!

And, in this big buying market, the Negro buys quality—the Negro buys *quantity*! To cite just a few examples, last year Negroes in the Memphis market area bought 63.7% of the cooked cereals sold in Memphis . . . 38.8% of the cooking and salad oils . . . 61.3% of the flour . . . 42% of the toothpaste . . . and 45.1% of the hand lotions and creams!

In the past 10 years, national and local advertisers have invested $4,396,854.81 on WDIA. This prominent list of advertisers includes: WONDER BREAD . . . PROCTER & GAMBLE . . . CHEVROLET . . . TETLEY TEA . . . NATIONAL BISCUIT COMPANY . . . MUM . . . CARNATION MILK.

Yes, in the Memphis Market, WDIA means business for *you*! We can prove it! Just drop us a line today. We'd be proud to send you facts and figures.

Top Rated by All Audience Surveys for Ten Years!

WDIA IS REPRESENTED NATIONALLY BY THE BOLLING COMPANY

EGMONT SONDERLING,
President
ARCHIE S. GRINALDS. JR..
Sales Manager

Captains Club, New Credit Service for Seafarers, Sets Push

NEW YORK, June 9—Captains Club, a comprehensive credit service for boating enthusiasts, is currently being pushed in major cities along the East Coast via a heavy direct mailing and ads in boating magazines and local newspapers.

The credit plan, patterned after the landbound American Automobile Assn. and similar groups, provides members with a credit card good for goods and services at docking facilities, a special marine insurance policy from Lloyd's of London, detailed cruise and chart services and boat and port data.

Through an arrangement with the Diners' Club and 16 major oil companies, members also can get a Diners' Club card and a gas credit card. Annual membership is $20.

According to A. L. Pegler, director of sales, the credit club will use 100,000 direct mail pieces, plus two-color pages in *Popular Boating*, *Motor Boating* and other boat books.

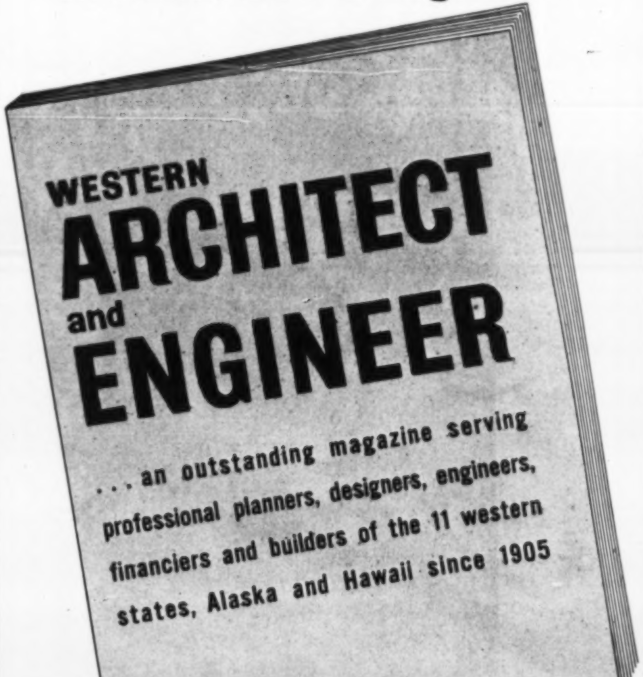
■ A similar membership drive will be conducted this fall in the Southern California, the Great Lakes and the Northwest regions, he said.

E. M. Freystadt Associates is the agency. #

P&G Faces Lottery Charge

The Alberta attorney general's department reports that a charge under the lotteries section of the criminal code has been laid against the Procter & Gamble Co. of Canada, Edmonton, a national soap company. The charge involves a promotion in which P&G is alleged to have promised that a percentage of the company's products would contain slips which purchasers could fill out with an option and win $5. Officials of the Edmonton office of P&G declined comment.

Announcing the McGRAW-HILL successor to Architect & Engineer

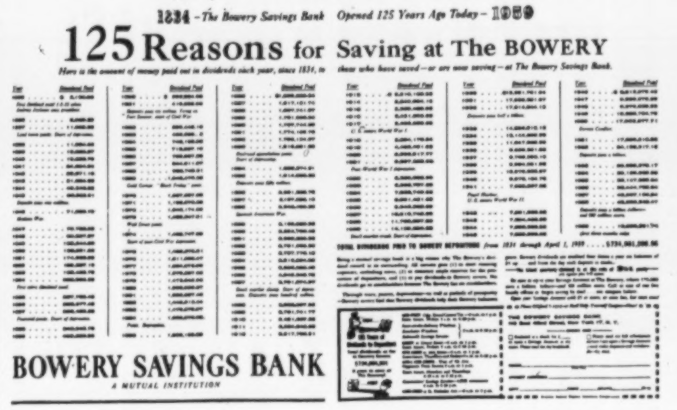

WESTERN
ARCHITECT
and
ENGINEER
. . . an outstanding magazine serving
professional planners, designers, engineers,
financiers and builders of the 11 western
states, Alaska and Hawaii since 1905

JULY 1959 ISSUE INAUGURATES A NEW ERA OF McGRAW-HILL LEADERSHIP

. . . a new, stimulating format, a revitalized editorial program, aggressive promotion to build comprehensive, paid circulation coverage of those responsible for the dynamic building boom in the fastest growing economic region on earth. Get the full facts by writing or phoning WESTERN ARCHITECT AND ENGINEER, McGraw-Hill Company of California, 68 Post Street, San Francisco, California, or your nearest McGraw-Hill office.

WESTERN ARCHITECT and ENGINEER
A McGRAW-HILL PUBLICATION

LOS ANGELES • 1125 W. Sixth St.
SAN FRANCISCO • 68 Post Street
CHICAGO • 520 N. Michigan Ave.
NEW YORK • 500 Fifth Avenue
CLEVELAND • 1164 Illuminating Bldg.
ATLANTA • Rhodes-Haverty Bldg.
PITTSBURGH • Oliver Building
DENVER • 1740 Broadway



1834 - The Bowery Savings Bank Opened 125 Years Ago Today - 1959

125 Reasons for Saving at The BOWERY

BOWERY SAVINGS BANK
A MUTUAL INSTITUTION

BIRTHDAY—*The Bowery Savings Bank marks its 125th anniversary with ads like this in New York papers showing dividends the bank has paid each year since 1835. Total dividend paid through April 1, 1959, is $724,981,280.95.*

N. Y. Dailies and Pressmen's Union Sign New Pact

NEW YORK, June 9—Publishers and pressmen of 11 major daily newspapers here have signed a two-year contract running to Dec. 7, 1960.

Under terms of the pact, pressmen employed by the dailies will receive a package increase of $7 per week over two years, with the pressmen's union having an option on how much it will take in wages and how much in equivalent welfare benefits. The contract is substantially the same package increase already accepted by most other newspaper unions here.

■ Still deadlocked are negotiations between publishers and New York Typographical Union No. 6 (Big Six).

In addition to disagreement over wage and hour arrangements, publishers and union officials are squabbling over the touchy "bogus" issue (the resetting of certain ads received by newspapers in plate or mat form).

According to the union, such ads have to be reset, or what the labor group calls "reproduction of advertising." The union also insists that resetting is necessary to protect jobs.

Publishers call the practice "bogus" advertising and a form of "featherbedding." Under the offer now being negotiated, the publishers say there would still be a substantial amount of resetting despite a recent arbitration award which reduces the amount of resetting. The union seeks to reverse the award. #

Chicago Film Services Listed

Major services in the broadcast production field in Chicago are listed in a newly published "Directory of Services" put out by Fred A. Niles Productions Inc., Chicago. It gives the names, addresses and phone numbers of closed circuit tv producers, film distributors, model agencies, film services and supplies companies, laboratories, film and recording producers and others in the broadcast production field. Also listed are radio and tv stations, trade papers and unions. The list is available free from the Niles office at 1058 W. Washington Blvd., Chicago.

Lark Presents Radio Jazz

Studebaker-Packard Corp., South Bend, Ind., will sponsor four concerts from the Newport, R. I., jazz festival on CBS Radio. The hot and cool music will be served up for 55 minutes nightly July 2-4, starting at 9:05 p.m., EDT. Mitch Miller will be host on the programs. Time for Lark cars was bought through D'Arcy Advertising Co.

5 Good Reasons

. . . why Fort Wayne, Indiana belongs on your ad schedule

1 **607,000 PEOPLE** who have $1,160,125,000 dollars to spend each year. SRDS 1/1/59

2 **$691,853,000 RETAIL SALES** Are you getting your share?

3 **GUARANTEED COVERAGE--** by The News-Sentinel and The Journal-Gazette in 15 counties, including 127 prosperous cities and towns.

4 **ROP COLOR--** Any 1, 2 or 3-color combination available Monday-Saturday.

5 **MERCHANDISING AID--** Route List, Monthly Grocery Inventory, tie-in solicitation, regular and special mailings to trade.

FREE Write today! Reserve your copy of the new, fact-filled Golden Zone Market Book.

FORT WAYNE
INDIANA'S GOLDEN ZONE

FORT WAYNE NEWSPAPERS, INC., Agent

The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

'World Herald' Finds Car Buying Plans on Increase

OMAHA, June 9—Car buying intentions in the Omaha-Council Bluffs area are more promising than they've been in at least five years, according to the *Omaha World-Herald's* 15th annual consumer analysis of the greater Omaha market.

The survey shows that 12.6% of the survey sample intend to buy a car this year—or someone else in the household does. Last year this percentage was 11.2%; in 1957 it was 12.3%; in 1956 it was 9.6%; in 1955 it was 9.5%.

The newspaper's study covered 2,765 (2.5%) of the 109,808 families in the greater Omaha area. The area's total population is 362,900.

■ Ford and Chevrolet are the preferred cars among the prospective buyers. Chevy is preferred by 18.8%, Ford by 14.5%. Nash, Oldsmobile, Buick and Pontiac are next in line with 5.4%, 4%, 3.7% and 3.4% respectively. At survey time in early January, however, 39.9% of those surveyed weren't ready to state a preference.

In the dish soap and detergent derby, Lux Liquid and Joy are the big leaders. Lux Liquid is used by 17.7%, Joy by 15.5%. Following these are 17 brands, with preference percentages ranging from Ivory Liquid's 7% to Cascade's 1%.

In the headache remedies field, Bayer aspirin (40.6%), Anacin (20.8%) and Bufferin (19.9%) collectively hold down 81.3% of the market, leaving at least eight other competitors to vie for the remainder. The only major shift in the lineup of brands since the 1958 study was Bufferin's decline from 25.3% in 1958 to 19.9% in 1959.

■ A note of caution about comparing results of the new study with earlier results was sounded by the newspaper. Earlier surveys had asked consumers to note "brand most frequently used," whereas the 1959 survey asked consumers to note "brand bought last." This change in testing technique means 1959 results are not exactly comparable to earlier results, the newspaper emphasizes.

The survey ranks, by percentages of "brands bought last," scores of food products, drugs, toiletries, home appliances and automotive products.

■ It also summarizes family composition, income, home ownership, shopping habits and trading stamp saving habits.

In this latter, the survey shows that Gold Bond stamps, which were being saved by a modest 7.7% of those surveyed in 1958, are now being saved by 45%, putting Gold Bond slightly ahead of Top Value (44.1% in 1959), which was previously in first place. #

FitzPatrick Named President

Ann F. FitzPatrick has been named president of Parker Advertising Co., Dayton. She succeeds Frank J. Parker, who has served as president since its founding 34 years ago. He becomes board chairman. Other officers are E. G. Kinser Jr., vp and creative director; Richard J. Voss, vp and senior account executive, and William H. Anderson, vp and account executive.

Dr. Lee Leaves McCann Unit

Dr. Robert S. Lee, formerly senior project director at Market Planning Corp., an affiliate of McCann-Erickson Inc., has joined the marketing and social research division of Psychological Corp., New York.

Hartman Promotes Stiefel

Herbert J. Stiefel, who joined L. H. Hartman Co., New York, last year, has been appointed exec vp and chairman of the executive committee of the agency.

$960 Drive Sells 32 Cars in Opening of Shopping Center

ROCKFORD, ILL., June 10—Three dealers handling various Chrysler lines brought their wares to the shopping center here for one weekend last month and sold 32 cars right off the trailer trucks, with the aid of a local newspaper campaign.

Caster Motors (Chrysler-Plymouth), Strandquist Motor Co. (De Soto-Plymouth) and Craig Motor Co. (Dodge-Plymouth) dubbed the promotion "Operation Rockford."

The dealers ran teaser ads in the used car classified columns of the *Rockford Morning Star* and *Register-Republic* for the week preceding the sale, which read: "Operation Rockford—North Town—Save money by the truckload."

Page ads ran in the *Register-Republic* Friday evening and in the *Star* Saturday morning, preceded by a small-space teaser ad the day before. The campaign cost an estimated $960.

The dealers pulled 30 truckloads of cars into the North Town shopping center for the sale Friday and Saturday. All transactions, including financing, were completed on the spot. #

Westinghouse Appoints Two

Robert A. DuLong, formerly assistant to the sales promotion manager of Westinghouse Electric Corp.'s electric appliance division, has been named assistant sales promotion manager of the division, a new post. At the same time, Clair L. Strawcutter, formerly assistant production manager with Dramaturgy, a Cleveland industrial theatrical company, has been named manager of special exhibits for the electric appliances division. He replaces J. M. Barnett, who is now managing Westinghouse's exhibit at Pacific Ocean Park near Los Angeles.

Concertapes Moves to Stern

Concertapes, Wilmette, Ill., has appointed Stern, Walters & Simmons, Chicago, to handle its advertising. Mayer, Klann, Linabury, Benton Harbor, Mich., is the former agency.

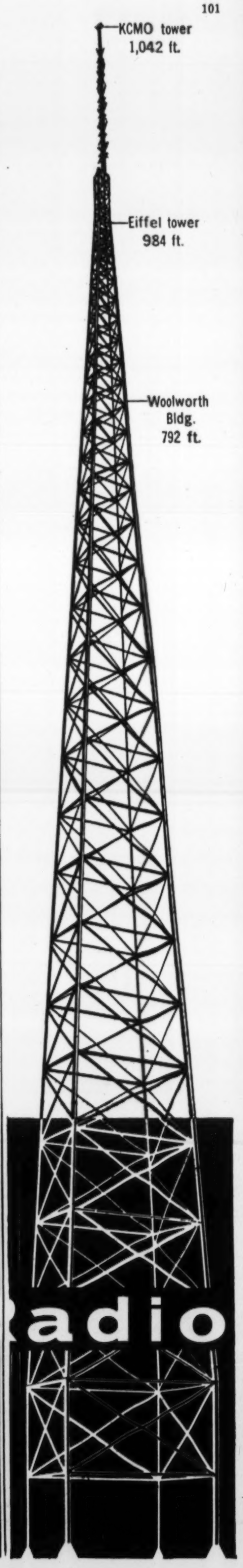
Bens Joins Whitten Shop

David L. Bens, formerly advertising and sales promotion manager of American Machine & Foundry Co.'s electronics division, has joined Edmund S. Whitten Inc., Boston, as vp and account supervisor.

THINK BIG, PARDNERS!
WIN REAL WESTERN HATS!
(or the town of Ulcer Gulch, Arizona)

Gather round, ad buckaroos! Third Prizes in The Saturday Evening Post "Ulcer Gulch" Contest are 100 genuine ranchers' hats! And while you're Thinking Big, consider the First Prize—the town of Ulcer Gulch, Arizona! And the Second Prize—a real live stagecoach! All you have to do is complete a Post jingle! If you're a resident of the U.S. or Canada and with an ad agency or the advertising, sales or marketing department of any national advertiser, call the nearest Post sales office for entry blank. Contest closes July 18, 1959.

ENTER The Saturday Evening POST CONTEST TODAY!


KCMO tower 1,042 ft.
Eiffel tower 984 ft.
Woolworth Bldg. 792 ft.

In Paris . . it's the Eiffel tower . . in Kansas City it's KCMO's "Eye-full" tower

TALLEST SELF-SUPPORTED TOWER IN THE WORLD
LOCATED AT BROADCASTING HOUSE, KANSAS CITY

KCMO-TV and KCMO Radio

KCMO-TV Channel 5—maximum power from the world's tallest self-supported tower—1042 feet above ground for greater coverage.

KCMO Radio 810 Kc. with a 50,000 watt signal—makes it Mid-America's most powerful station.

A community leader in programming, public services and award-winning radio news reporting.

Kansas City's ONLY complete broadcasting service — Radio — Television — and FM.
One of Meredith's All Family Stations

represented nationally by The Katz Agency

Affiliated with Better Homes & Gardens and Successful Farming Magazines

Better Homes and Gardens

If you want to sell more **building** *materials and equipment,* go where every page is full of ideas that sell: Better Homes & Gardens, the family *idea* magazine. BH&G devotes more editorial space to ideas about building than any other major magazine. No wonder Better Homes & Gardens carries more dollars and more pages of home building advertising year after year than any other magazine.*

*PIB, Inc.

During the year 1/3 of America reads **BH&G** . . . the family idea magazine

Another thriller-diller from WJRT—

"Yippee, Chief! Where's the big roundup?"
"Head for WJRT-land, Ponsonby—that's the most efficient way to corral Flint, Lansing, Saginaw and Bay City."

If you want land, lots of land: Flint, Lansing, Saginaw and Bay City, to be exact—WJRT's your baby. With each of these big metropolitan areas getting WJRT's powerful Grade "A" signal or better, it's *the* most efficient way to buy Michigan's *other* big market. In all, you get nearly a half million TV households with this single-station buy. That's all of rich mid-Michigan, ready to hark to your message. Whenever you're ready to send it, just say the word.

WJRT
CHANNEL 12 FLINT
ABC Primary Affiliate

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**
New York • Chicago • Detroit • Boston • San Francisco • Atlanta

Stewart, Buthman & Borom Print Service Launched

Stewart, Buthman & Borom, a new organization "to render a creative printing, sales promotion and typographical service to agencies and manufacturers," has opened offices at 6 N. Michigan, Chicago.

Principals of the new operation are all veterans of the same agency—Erwin Wasey, Ruthrauff & Ryan, or its predecessor agencies. Ken Stewart, president of the new company, was a senior vp of Ruthrauff & Ryan for a quarter of a century. Walt Buthman, exec vp of the new service, was with Ruthrauff for 13 years. Preston Borom, secretary-treasurer of the new company, was formerly an EWRR account executive.

Mercedes-Benz to Handle DKW Cars in U. S., Possessions

Mercedes-Benz Inc. and DKW American Inc. have reached an agreement whereby Mercedes-Benz Sales Inc., a wholly-owned subsidiary of Studebaker-Packard Corp., will distribute DKW automobiles and utility vehicles in the U. S. and its territories and possessions.

The DKW vehicles are manufactured in West Germany by Auto Union G.M.B.H. Duesseldorf, a controlling interest in which was acquired in 1958 by Daimler-Benz A. G. Stuttgart, manufacturer of Mercedes-Benz cars. The DKW, a four-passenger three-cylinder car with front wheel drive, retails from $1,995, and is offered in 10 models.

PR Parley Talks Published

"Evaluating Public Relations Results," a summary of talks presented at the October, 1958, conference of the Wisconsin chapter of the Public Relations Society of America, has been published by the extension division of the University of Wisconsin, whose journalism school and management institute sponsored the conference. The 58-page booklet includes talks by Gerhart D. Wiebe, Elmo Roper & Associates; Walter G. Barlow, Opinion Research Corp., Princeton, N. J.; Ben Gedalecia, Batten, Barton, Durstine & Osborn, and Robert C. Hood, president of Ansul Chemical Co., Marinette, Wis. It is available for $1 from the Extension Division Bookstore, University of Wisconsin, Madison.

Two Join Fairfax

Richard Murphy, formerly with Lennen & Newell, has joined Fairfax Inc., New York, as a copywriter. Edmund J. Sherman, formerly with Ben Sackheim Co., has joined Fairfax as an assistant account executive.

Coming Conventions

June 14-17. National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 17-19. American Marketing Assn. national conference, Hotel Statler, Cleveland.

June 21-24. Newspaper Advertising Executives Assn., summer meeting, The Homestead, Hot Springs, Va.

June 22-26. First Advertising Agency Group, 31st annual conference, Belmont Hotel, Cape Cod, Mass.

June 28-July 2. Advertising Assn. of the West, 56th annual convention, Tahoe Tavern, Tahoe City, Cal.

June 28-July 4. National Advertising Agency Network, annual management conference, Del Monte Lodge, Pebble Beach, Cal.

Aug. 5-8. Advertising Age's Second Annual Summer Workshop on Creativity in Advertising, Palmer House, Chicago.

Aug. 12-13. 4th annual circulation seminar for business publications, Pick-Congress Hotel, Chicago.

Aug. 28-30. W. Va. Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 13-16. Direct Mail Advertising Assn., 42nd annual convention, Queen Elizabeth Hotel, Montreal, Can.

Sept. 16-19. Mail Advertising Service Assn. International, annual convention, Queen Elizabeth Hotel, Montreal, Quebec.

Sept. 18-19. Wisconsin Newspaper Advertising Executives Assn., annual meeting, Meade Hotel, Wisconsin Rapids.

Sept. 23-24. National Business Publications, New York Regional Conference, Hotel Roosevelt, New York.

Sept. 25. Advertising Research Foundation, 5th annual conference, Waldorf-Astoria, New York.

Sept. 28-30. Southern Newspaper Publishers Assn., 56th anniversary convention, Arlington Hotel, Hot Springs, Ark.

Sept. 29. Newspaper ROP Color Conference, one-day workshop, Hotel Biltmore, New York.

Sept. 30-Oct. 4. Affiliated Advertising Agencies Network, annual international meeting, Somerset Hotel, Boston.

Oct. 14-16. Point-of-Purchase Advertising Institute, 2nd national members meeting, Statler-Hilton Hotel, Washington, D. C.

Oct. 18-20. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 19-20. Boston Conference on Distribution, 31st annual conference, Hotel Statler, Boston.

Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 20-23. Junior panel, Outdoor Advertising Assn., annual convention, Morrison Hotel, Chicago.

Oct. 22-23. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Oct. 26-28. Life Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 23-24. National Business Publications, Regional Conference, Drake Hotel, Chicago.

ANNOUNCEMENT

The Wightman Corporation and Wightman Productions, Inc. producers of motion pictures, announces:

APPOINTMENT OF NEW MEMBERS:

William Reilly, formerly of Empire Productions, Vice President and production manager.

Robert Pigott as Account Supervisor and service manager.
Paul Guzzone as Account Supervisor and director of still photography division.

Affiliation of Preston Blair Productions for complete animation service.

The Wightman Corporation and its affiliates will move to new and larger quarters at 480 Lexington Avenue during June.

With this expansion, we will now be able to offer our clients even better service in all phases of film production for television and industry.

Having filmed in 40 of the States and in Canada, we solicit inquiries from any section of the continent. We offer a personalized, quality service.

The Wightman Corporation
Paul de Fur
President
480 LEXINGTON AVENUE • NEW YORK 17, N. Y
YUkon 6-9563

Client Reveals Merger of Dowd, Cohen & Aleshire

(Continued from Page 1)

merged operation is July 1.

Mr. Cohen added that he expected all major Dowd, Redfield accounts to move to the new agency, whose billings he said would be approximately $15,000,000. This includes Alitalia-Italian Airlines and a portion of Lanvin Parfums Inc. Among the present Cohen clients is Pharma-Craft Corp., a Seagram subsidiary.

Some 40-50 people from DR&J would come into the merged operation, he added. Mr. Cohen would continue as chairman of the board, Mr. Dowd would become vice-chairman of the board. Edward Aleshire would remain as president, and Francis X. Brady would move from vp to exec vp, he stated.

Harry Torp, media director of Dowd, Redfield, will not move to the new agency, Mr. Cohen said. Among those who will are Michael A. Raymond, exec vp of DR&J; John Dahme; Milton Raymond; Harvey Volkmar; Les Blumenthal; Bernard L. Field and Haydon Ross.

John C. Dowd Inc., Boston—of which Mr. Dowd is president—is not affected by the merger, it was said.

▪ The new agency will get one new liquor account from the House of Seagram, namely, Lord Calvert blended whisky, which Ogilvy, Benson & Mather resigned at the end of April (AA, May 4). It will also take over from Dowd, Redfield & Johnstone three other Seagram products—Carstairs blended whisky, Gallagher & Burton blended whisky, and Myer's rum.

But Wolfschmidt vodka, formerly handled by DR&J, will be moved to Doherty, Clifford, Steers & Shenfield. All of these changes, which will become effective Aug. 1, were announced today by Robert Bragarnick, vp of marketing for Joseph E. Seagram & Sons.

Three other products handled by Calvert Distillers Co., the Seagram division chiefly affected by the account switches, will continue with their current agencies. These are Calvert Reserve, a blend, and Calvert gin, which are handled by Grey Advertising Agency, and Canadian Ten, handled by Doherty, Clifford.

Billings on the liquor accounts that will be taken over by Cohen, Dowd & Aleshire are estimated at about $5,000,000.

▪ When the Fletcher Richards, Calkins & Holden merger fell through, Mr. Cohen told his staff, in a memo, "We are not planning on any merger, now or in the future, with anyone."

This week's memo acknowledged the earlier statement but said that the "unusual opportunity" presented by the Dowd merger had changed his mind. He said the merger possibilities did not arise until the first memo was written.

Cohen, Dowd & Aleshire will headquarter in the present offices of Cohen & Aleshire. #

Petry Expands Promotion Unit

Edward Petry & Co., New York, radio-tv station representative, has expanded its tv promotion department. With these additions, the department, headed by Robert L. Hutton Jr., now has a staff of seven. Newcomers are Myra Wheeler, formerly with KPRC-TV, Houston, head of the program presentation division, and Francesca Ribitsch, formerly with Equitable Life Insurance Co., a statistician. Jane Moore was promoted to assistant manager of research.

Heard Fish Roth Hayes

EARLY BIRDS—*Attending the early bird cocktail party at the Advertising Federation of America convention are Denny Heard, 1st lt. governor, 10th district, of Gulf Oil Co.; Jim Fish, president-elect, Minneapolis Advertising Club and new chairman of the AFA, and advertising director and vp of General Mills; Robert Roth, AFA vp, of KONO and KONO-TV, San Antonio radio and tv outlets, and Bob Hayes, 1st vp-elect of the Minneapolis Advertising Club, of Batten, Barton, Durstine & Osborn.*

Seven New Faces Appear in Spot TV's 100 Leaders

TvB Estimates 1st Quarter Spending Up $37,357,000 Over '58

NEW YORK, June 11—There were seven new names among spot tv's top 100 spenders for the first quarter of 1959; none of these companies had ever been on the list previously.

The first-timers for any recorded quarter were Bissell Carpet Sweeper Co. (92), Cannon Mills (93), Hertz Corp. (76), Pam Enterprises (75), Pan American World Airways (91), Pepperidge Farms (83) and Vic Tanney's Gym (97).

▪ More than 30 companies which didn't show up on the 1958 first quarter list made it this year. They included B. T. Babbitt Co., which placed 19th, and Vick Chemical Co., in 21st place.

These were some of the most interesting developments noted in first quarter spot tv activity as reported by the Television Bureau of Advertising. These reports are based on data secured from stations by N. C. Rorabaugh Co.

▪ The spending curve continued to move upward, with total national and regional spot gross time expenditures of $156,419,000. This estimate is based on reports from 341 stations. Expenditures for the first quarter of '58 were put at $119,062,000 on the basis of returns from 308 stations. Comparing stations covered in both periods, TvB reported an increase of 25.7% for selective tv. Part of the dollar gain is due to rate hikes.

P&G continued to monopolize first place, outdistancing the runner-up, Lever Bros., by nearly two to one. Warner-Lambert moved into third place, with Adell Chemical Co. fourth. #

ABC Wins Heavyweight Bout

ABC Radio has won out in the network competition to broadcast the Floyd Patterson—Ingemar Johansson heavyweight championship fight June 25 from New York's Yankee Stadium. The event will be sponsored by United Artists Corp. and Mirisch Co. to publicize "The Horse Soldiers," a civil war film. TelePrompTer Corp. has booked a record-breaking 600,000 seats in theaters, arenas and auditoriums in the U.S. and Canada for closed circuit tv coverage of the fight. There will be no home tv.

Top 100 Spot TV Advertisers

First Quarter 1959

Source: TvB figures from N. C. Rorabaugh Co. Estimates for Television Bureau of Advertising

Figures in parentheses indicate company's rank in the first quarter, 1958

'59 RANK	Gross Time Estimate
1. Procter & Gamble (1)	$10,679,400
2. Lever Bros. (2)	5,342,200
3. Warner-Lambert (10)	4,570,300
4. Adell Chemical (6)	4,351,900
5. Colgate-Palmolive (3)	4,191,900
6. General Foods (4)	3,646,600
7. Continental Baking (7)	2,844,800
8. Brown & Williamson (5)	2,278,700
9. Texize Chemicals (45)	2,252,700
10. American Home Products (12)	2,119,900
11. International Latex (26)	2,035,700
12. Miles Laboratories (8)	2,024,800
13. Corn Products Co. (34)	1,523,700
14. Standard Brands (22)	1,413,000
15. Kellogg Co. (93)	1,364,900
16. P. Lorillard (9)	1,352,700
17. Bristol-Myers Co. (39)	1,297,600
18. Philip Morris Inc. (14)	1,289,900
19. B. T. Babbitt Co.	1,242,200
20. Food Manufacturers (33)	1,185,000
21. Vick Chemical	1,088,900
22. Andrew Jergens Co. (16)	1,085,900
23. American Chicle (24)	1,011,500
24. Avon Products (15)	995,600
25. Sterling Drug (11)	992,700
26. Liggett & Myers (32)	987,700
27. Chesebrough-Pond's (27)	953,200
28. Pepsi Cola Co., bottlers (29)	940,200
29. American Tobacco (53)	910,300
30. Wander Co. (37)	872,100
31. Borden Co. (44)	869,400
32. Robert Hall Clothes (23)	867,000
33. Norwich Pharmacal (65)	863,800
34. Anheuser-Busch (40)	847,200
35. General Mills (83)	836,800
36. Continental Wax Corp.	836,300
37. Minute Maid Corp. (87)	813,500
38. Peter Paul, Inc. (51)	809,600
39. Coca-Cola Co., bottlers (17)	787,300
40. J. A. Folger & Co. (25)	774,800
41. Jacob Ruppert	763,800
42. Charles Pfizer & Co.	761,000
43. Sun Oil Co.	740,600
44. Atlantis Sales Corp.	736,100
45. Shell Oil Co. (21)	682,500
46. Welch Grape Juice Co.	675,700
47. Quaker Oats Co. (63)	661,200
48. Tea Council of U.S.A. (57)	652,300
49. Scott Paper Co.	647,400
50 R. J. Reynolds (35)	633,500
51. Drug Research Corp. (56)	625,200
52. Duffy-Mott Co.	584,800
53. Max Factor & Co.	573,200
54. Carter Products (18)	568,200
55. Salada-Shirriff-Horsey (47)	567,700
56. E.&J. Gallo Winery (96)	564,000
57. Revlon Inc.	562,000
58. William Wrigley Jr. Co. (43)	554,600
59. Lanolin Plus	549,100
60. Piel Bros. (52)	530,800
61. Ward Baking Co. (30)	527,700
62. Pharma-Craft Co.	523,000
63. Pabst Brewing Co.	519,400
64. Heublein Inc. (98)	517,800
65. U. S. Borax & Chem. (54)	502,300
66. National Biscuit Co. (13)	498,600
67. Block Drug Co. (64)	495,200
68. Interstate Bakeries (60)	491,400
69. Falstaff Brewing (36)	487,400
70. Carling Brewing (70)	465,200
71. Esso Standard Oil (42)	456,600
72. Jos. Schlitz Brewing (95)	452,700
73. Standard Oil Co.(Ind.) (50)	452,600
74. Coty Inc.	441,800
75. Pam Enterprises	441,800
76. Hertz Corp.	436,500
77. National Dairy	434,700
78. Nestle Co. (74)	432,300
79. Helena Rubinstein	430,800
80. Wm. B. Reily & Co. (80)	429,900
81. Plough Inc. (41)	425,800
82. Exquisite Form (31)	419,500
83. Pepperidge Farm	399,900
84. Wilson & Co.	398,100
85. Taylor-Reed Corp.	393,900
86. Chock Full O'Nuts	385,000
87. American Bakeries (86)	382,000
88. Monarch Wine Co.	380,700
89. Atlantic Refining Co.	372,200
90. United Fruit Co.	371,000
91. Pan American World Airways	368,800
92. Bissell Carpet Sweeper	364,300
93. Cannon Mills	361,700
94. Phillips Petroleum (68)	359,800
95. Theo. Hamm (82)	359,000
96. M.J.B. Co. (61)	357,200
97. Vic Tanney's Gym	353,100
98. Gulf Oil Corp.	338,600
99. Safeway Stores (90)	332,800
100. National Brewing Co. (92)	326,800

Aylesworth and Fulton Named to Ad Hall of Fame

MINNEAPOLIS, June 10—In addition to naming Harriet Raymond, plastics advertising manager, Celanese Corp. of America, as "advertising woman of the year" (AA, June 8), the Advertising Federation of America named winners of its annual essay contest, of club achievement awards, and of two new nominees for the Advertising Hall of Fame, at its 55th annual convention here this week.

AFA Meeting

Kerwin Holmes Fulton, one of the founders and first president of General Outdoor Advertising Co., and from 1931 until his death in 1955 the leading figure in Outdoor Advertising Inc., was named to the Advertising Hall of Fame. So was Merlin Hall Aylesworth, first president of National Broadcasting Co. and once publisher of the *New York World-Telegram*.

K. H. Fulton

M. H. Aylesworth

A 17-year-old Miami high school girl—Judith Rose Armayer—won the AFA's annual national essay contest and recited her winning essay at the luncheon yesterday.

▪ Distinguished service awards—a new AFA honor—were conferred on Thomas D'Arcy Brophy, retired chairman of Kenyon & Eckhardt, and Samuel C. Gale, retired vp and advertising director of General Mills (AA, June 8).

In the club achievement awards competition, two first awards went to the Advertising Club of Pittsburgh, with other dual awards going to Advertising Club of Oklahoma City, Women's Advertising Club of St. Louis, and Milwaukee Advertising Club. The complete list of club awards:

Education In Advertising

Under 100 members—First, Oklahoma City Advertising Club. Second, Advertising Club of Jacksonville, Fla. Merit award, Advertising Associates of Maine.

Over 100 members—First, Advertising Women of New York. Second, Advertising Club of Denver. Merit award, Milwaukee Advertising Club.

Public Recognition For Advertising

Under 100 members—First, Advertising Club of North Central Ohio. Second, Advertising Club of El Paso. Merit awards, Oklahoma City Advertising Club and Advertising Club of Racine.

Over 100 members—First, Pittsburgh Advertising Club. Second, Advertising Club of Washington, D. C. Merit award, Cleveland Advertising Club.

Public Relations For Advertising

Under 100 members—First, Advertising and Sales Club of Scranton, Pa. Second, Women's Advertising Club of Providence. Merit award, Advertising Club of Greenville, S. C.

Over 100 Members—First, Advertising Club of Toledo. Second, Women's Advertising Club of St. Louis. Merit awards, Advertising Club of Greater Miami and Milwaukee Advertising Club.

Public Service Through Advertising

First, Pittsburgh Advertising Club. Second, Advertisers' Club of Cincinnati. Merit awards, Dayton Advertising Club and Women's Advertising Club of St. Louis. #

POPAI Clinics in Chicago

Point-of-Purchase Advertising Institute will hold dual clinics for salesmen, artists, designers and construction men June 17 from 6:30 to 9:30 p. m. at the Palmer House, Chicago.

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only); Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC 31, 1958 **44,313**

HELP WANTED

Account Executive with farm or industrial client experience for twenty-five year old Midwest agency. Must be able to write effective copy. Broadcast media or film production knowledge helpful. Opportunity offers a real future with a growing agency. Salary open plus attractive profit-sharing plan. Send complete resume, salary requirements and recent photo to

Box 2548, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St. Chicago, SU 7-2255

Exceptional Advertising Salesman

Successful publisher of established, growing industrial publication in major industry seeks top caliber advertising salesman who wants to make a lot of money working, in a happy organization on a magazine which can be sold with pride. Current staff expansion requires an intelligent energetic, personable man to sell in Michigan and Ohio, based in either Detroit or Cleveland. To a good man, this is a bona fide lifetime opportunity. If you think you're the man we want, tell us about yourself, in complete confidence. (The territory is being covered from outside at present.) Write

Box 2560, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Space salesman for New York weekly trade paper. Excellent oppty. Salary $4,500 per year.

Box 2598, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

WANTED

Experience male associate editor. Must be familiar with grocery distributive field, nationally, and a fast touch typist.

Box 2597, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

PUBLIC RELATIONS

Full time position for medium size fast growing Industrial Design (product and package) firm. Also create direct mail letters and brochures. Replies confidential.

Box 2604, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

HELP WANTED

PRODUCT ADVERTISING MANAGER - PLASTICS - To supervise advertising, sales promotion and publicity program for plastics (raw material) department of a major chemical company. Technical background or strong plastics industry experience required. Five years experience in advertising, publicity, or editorial desired.

Submit resume to Professional Employment Mgr.

U. S. INDUSTRIAL CHEMICALS CO.
Division of
National Distillers & Chemical Corp.
99 Park Avenue New York 16, N. Y.

LEADING SPECIALIZED AGRICULTURAL PUBLISHER expanding staff has opening for experienced and aggressive space salesman. Agricultural experience very desirable. Position requires travel in mid-west 50% of time. Salary, expenses, profit sharing and other fringe benefits. Send complete resume to: **E. E. Ruther, Watt Publishing Co., Mount Morris, Illinois.**

Chicago publishers' representative seeks aggressive space salesman. Excellent advancement opportunity for right man. Give full particulars first letter.

Box 2600, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

OPPORTUNITY. Space sales, two decades leader in field, branch food industry. Experience necessary. Salary & Commission. Solid, permanent.

Box 2607, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

COPYWRITER for steadily-growing, medium size industrial agency in Philadelphia. This agency is financially sound and well regarded. We insist that work be well above average. We need a man who can write creative technical copy on a variety of industrial products. Youth is no barrier, but professional writing experience is essential. Salary commensurate with experience and demonstrated ability. Give full details including salary requirements.

Box 2609, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

WHAT MAKES A top MARKETING MAN?

Ambition? Yes. Broad interest in marketing, advertising, sales promotion? Yes. Leadership ability? Yes that, too—but none of these qualities pay off unless they are developed, and here at Procter & Gamble we know how to develop them. Procter & Gamble's success is due to the people we develop and promote from within.

Our formula is this: You start immediately with challenging assignments matched to your present ability. You will have a responsible position within the broad field of marketing-advertising-sales promotion. Representing the Advertising Department, you will also contact other departments and our advertising agencies.

But the quickest way to become a top marketing man is to work *with* top marketing men. That is the finest training P & G can offer—and the most valuable experience you can acquire.

Before we screen you for these jobs, we'll give you the opportunity to "screen" us. If you are a college graduate between the ages of 21 and 28 send for complete information about the department, the company and *your* future.

MAIL THIS COUPON FOR COMPLETE INFORMATION

Mr. H. H. Wilson, Jr., Dept. AA6-15
Procter & Gamble
P. O. Box 599
Cincinnati, Ohio

Dear Mr. Wilson: Please send me information on career opportunities in your Advertising Department and enclose an application form.

I received a ____________ from ____________ in ____________
(degree) (school) (year)

Name ____________

Address ____________

City ____________ State ____________

HELP WANTED

WANTED

a man or woman—age not at all important—with several years agency or commercial advertising experience. Interested in people. Well versed in the requirements for all classifications of advertising personnel.

Box 2610, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANTED

Male editorial assistant, Experienced proof reader (galleys and page proofs), make-up, etc. Must be good Gregg stenographer or fast touch typist. Prefer man now working on grocery trade journal.

Box 2596, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

SECRETARY - New York City Advertising Publication; Responsible Position; Must Have Excellent Secretarial Skills. **Call Mr. Bias, PLaza 39944, NYC.**

WE NEED A YOUNG MAN
WITH IMAGINATION

who can take a group of Super Markets and Give Them a Personality. He should have experience in Coop Advertising and a Know-How with Newspaper Space. This is a Challenging Opportunity. Salary $175.00 per week Plus Bonus. Write to

Box 27 R 406, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.
giving a brief resume of experience.

SPACE SALES OPPORTUNITY

Immediate opening for aggressive, experienced space salesman with background in mens' magazines. Must know mail-order as well as national brand advertisement approach. Good salary plus bonus. Good opportunity for a second man to jump into a top spot. Must be willing to travel minimum of 3 months per year. Headquarters in New York City.

Box 2611, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

PHOTOGRAPHIC SALES MANAGER

We are looking for a man to head up new still photography division. He will be in complete charge and run this division as if it were his own business.

Must have a following of active accounts and be able to develop new business.

We've been in business for 15 yrs. in the motion picture field, and are now in our new quarters with four floors devoted to photography and laboratory. Want to expand into the still field. Here is a wonderful opportunity.

Douglas Productions, Inc.
10 West Kinzie Street
Chicago 10, Illinois
Phone: Mohawk 4-7455

MOLENE

Editors .... **Public Relations**
Copywriters .... **Advg. Managers**
Artists ...... **Media** ...... **Production** ...... **Service**
"All is grist, which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

IMMEDIATE OPENING

Experienced Construction Advertising Man

Sizeable growth of accounts has created opening in leading Chicago AAAA agency for young copy-contact man, 25-35. At least two years construction machinery experience, agency or company, plus good writing skills are essential. Starting salary, $7-9,000. Excellent growth opportunities. Write Box 578, Advertising Age, 200 E. Illinois, Chicago 11, Illinois.

COPY?
MANAGEMENT?
RADIO-TV PRODUCTION?

You can now buy (at a reasonable price):
- 10 yrs. copy experience 4-A agencies on blue chip food accounts.
- 8 yrs. management successful motion picture studio.
- 10 yrs. radio-TV production experience in 4-A agencies, local & network.

Call Chicago, LOngbeach 1-4900, Apt. 402 or write Box 576, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

ADVERTISING DIRECTOR

with financial or insurance background

First requirement is thorough knowledge of advertising, from either the agency or advertiser's side. Should be creative producer, knowledgeable in all media. Position is for giant financial organization. New York City location. Must be mature advertising professional. Write fully, in confidence. State salary requirements.

Box 577, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

POSITIONS WANTED

FREE LANCE ADVERTISING DESIGNER offering Creative Versatility in all media seeks assignments. Layouts, fin. art, ill., lettering, cartoons. Whiz on light touch cartoons with knockout wallop.

Box 2603, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PROMOTION MAN, 3 yrs. exp. all phases adv., promotion, training with leading midwest construction, machinery and industrial equipment mfg. Presently active in distributor adv. Background of technical writing, adv. production, layout, copy. Creative idea man. Married, desiring to re-locate Florida or West coast.

Box 2606, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLIC RELATIONS Director and advertising man seeks more challenging post. Can guide national, local, corporate or agency programs. Young, creative, ambitious. Midwest location preferred.

Box 2608, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ST LOUIS ADVERTISERS
OR AGENCIES:

Outstanding advertising executive wishes to relocate in St. Louis because of family ties. Diversified experience as big agency copy chief, small agency owner and client ad manager with half million budget. Top creative planner with specialized back-ground in petroleum and farm marketing. Ideally suited for assistant to the president of company or agency with "growing pains." For interview write to:

Box 2602, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INDUSTRIAL AD MGR. ASST.

Versatile self-starter to ease your load. BS in marketing. Age 32. Will relocate.

Box 2601, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE RADIO-TV WRITER

In Chicago with film & written samples July 1-8. Agency food, beverage & gasoline experience. Off beat & hard sell. Team man or loner. Would like interviews. 30; Married.

Box 2605, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EDITOR, Writer, female, experienced consumer, trade publications (including photo mag), N.Y. & L.A., seeks responsible position L.A. Area. Write

Box 27 R 405, ADVERTISIN GAGE
4041 Marlton Ave., Los Angeles 8, Calif.

REPRESENTATIVES WANTED

New industrial trade magazine. Five monthly issues published and already in the black. Opportunity for advertising reps throughout U. S. A.

Box 2574, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

CHICAGO & MIDWEST REP

Space Age News, the only publication exclusively serving the nation's primary missile market, needs a thoroughly qualified representative to cover the Midwestern manufacturers who sell to the billion dollar buying power of the aero-space and missile industry in the West. Direct your inquiry to **Mr. Hal Spector, Space Age News, 160 South Robertson Blvd., Beverly Hills, Calif.**

REPRESENTATIVES AVAILABLE

Midwest Publishers Representative Available Chicago Headquarters

Box 2575, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

CAPITAL AVAILABLE

Finance pilots, live presentations, unusual formats for T.V. Must have network approval. We are not interested in budding playwrites. Opportunity for top professional writers, packagers, and idea nen. Do not send Format . . Write for appointment.

Box 2599, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MISCELLANEOUS

"TOM SAWYER COTTAGES"
BUILT FOR CREATIVE PEOPLE

Three modern cottages available for the summer overlooking the Mississippi. When you see this magnificent scene of palisades and beautiful serene lakes, you won't want to leave.

Excellent change for creative people who appreciate the granduers of nature. Convenient to town of Sabula, Iowa. Only $50 to $100 per month. Includes furnishings, stove hot water heater, etc., etc. Write for details. **Ted Hall, Sabula, Iowa.**

INDUSTRIAL Collateral Material is our **MEAT**—layout, copy & finished art for **CATALOGS**, booklets, mailers, manuals. **DISTINCTIVE**, rapid and reasonable work. **Phone DElaware 7-3339, Chicago.**

Are you doing as well as you might—at your age?

The very fact that you're reading this page may show you're not really satisfied with your progress. Why not find out your real potential—get a "one man market survey" from professionals who specialize in helping advertising people. Not an employment agency. Take a few minutes to find out what we can do for you. Write or phone **Creative Career Consultants, Room 1105 - 30 N. LaSalle, Chicago. DE 3-6436. Appointment only.**

● RESUMES

100 one-page resumes **$6.00**

(check with order)

Two-Page Resumes
100 for $10.00

Includes editing and correction of spelling and grammar.

For help in how-to-write a good résumé, how to use it, what form to use, worksheets and price list, send $1.00 for our Résumé Kit. (Dollar credited when you order résumés.)

RESUME SERVICE, INC.

Box 13-C Bath, Ohio

INDUSTRIAL ADVERTISING AND SALES PROMOTION MANAGER

—to reorganize and expand sales promotion-advertising department for long established conveying equipment manufacturer. Must be qualified and experienced in industrial marketing, planning and follow-through on all phases of sales promotion and advertising, production of all graphic material. Location—Twin Cities, Minn. Please send résumé and salary desired.

Box 563, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

MKTG. EXEC., top agency. One now such with national food co. or AE highly developed in mktg.	**$25-30M**
MKT. RESEARCH MGR., coast. Potential to grow into mktg. Heavy academic research background. All techniques. To mid-30's. Salary depends on exper.	to **14M**
TIME-BUYER, 4-5 yrs. exper. Big agency. Heavy plus benefits.	**10M**
MKT. RESEARCH ANALYST, big co. Good mktg. and research education.	to **9,600**

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

Wanted . . . Qualified Man In Advertising, Public Relations . . .

Major manufacturer and military contractor in the Mid West, with over $100,000,000 annual volume, needs an experienced, qualified advertising manager as right hand assistant to Public Relations Director in 10-man department. Must be competent advertising writer, with direct mail and sales promotion experience and administrative ability. Age level, 35-45. Starting salary $10,000 up, commensurate with experience. Unlimited future in industry with predicted growth of 1000% in next 10 years. Mail complete résumé and photograph in first letter. All correspondence will be answered. Our own employees know of this advertisement. Address reply to:

COUNSELOR, BOX 568
ADVERTISING AGE
200 E. ILLINOS ST.
CHICAGO 11, ILLINOIS

MEDIA BUYER

National advertising agency with headquarters located in Philadelphia has opening for man in the Philadelphia office. At least three years experience in consumer and industrial space buying and ability to analyse and evaluate media required. Send résumé giving experience, background and salary requirement. All replies confidential. Box 579, Advertising Age, 630 Third Ave., New York 17, New York.

EXECUTIVE OPENINGS

(With our Clients)

YOUNG MARKET RESEARCH MAN

Only limited experience required. $7,000 to $9,000 depending on education and other qualifications.

ADVERTISING ASSISTANT

Able to gradually assume charge of department. $7,200 to $8,400 to start—speedy advancement assured.

COPYWRITERS

One industrial, one consumer. $8,400 to $10,000.

AD MANAGERS

Industrial, Electronics fields. $10,000 and $12,000.

CLIFF KNOBLE

DRAKE PERSONNEL, INC.

29 E. Madison Bldg., Chicago2, Ill., FI 6-8700

ADVERTISING SPACE SALES MANAGER

Chicago branch office

Unusual growth opportunity to manage 5 state territory for established national metals publication. Requires experience in metal marketing or industrial space sales. Excellent compensation plan. Job open July 1.

Box 769, 1501 Broadway, NY 36, NY

PROMOTIONAL GAL FRIDAY

Responsible, personable girl to be assistant to busy business owner. Should be good correspondent, top telephone personality, strong creative thinker. Well-organized worker essential. Good salary, outstanding potential in fascinating, people-oriented activity. Residence Oak Park Vicinity, desirable.

Contact Mr. Fitzgerald
President - 1-8050
or write Box 572,
ADVERTISING AGE,
200 E. Illinois St., Chicago 11, Ill.

COPY-CONTACT

Progressive agency seeks man, age 25 to 35, for copy-contact position. Industrial or farm background preferred. You'll have security and an ideal location for relaxed family living. Benefits include profit sharing. Send all details in letter, including salary expected. All replies in strict confidence.

WARREN & LITZENBERGER,
805 First National Bldg., Davenport, Iowa.

IT'S

BACON'S

for

COMPLETE COVERAGE

of

MAGAZINES!

• There's only one way to get **complete** and **reliable** clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!

Ask for Bulletin 56.

OUR READING LIST Published as complete publicity directory. BACON'S PUBLICITY CHECKER—the bible for building accurate lists. 336 p. p.—$18.00. Send for your copy today!

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd
Chicago 4, Illinois
WAbash 2-8419

MERGER OR PURCHASE

Upstate New York or New England Only

Rapidly growing agency, strong financially, wishes to spread its activities by purchasing or merging with medium-sized agency ($500,000 to $2,000,000).

Box 573, Advertising Age
630 Third Avenue
New York 17, New York

PUBLISHERS' REPRESENTATIVE FIRM WANTED

To cover Chicago, Detroit, Ohio area and/or Greater New York for
Industrial News
General Aviation News
For information about publications, check Standard Rate & Data Business Publications.

Send full particulars to:
Trade Publishers Inc., P.O.Box 3631,
Los Angeles 54, California.

BIRCH
Personnel
Service,
Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

BUSINESS-HUNTING A/E

Are you pitching for a TOUGH new account that's over your head? Our top creative advertising, marketing and merchandising team can help you close your hot leads! Long experience, proven successes in home furnishings and appliances, automotives, plastics, toiletries, packaged goods. Let's talk, in confidence. Write or call: President, DuFINE & CO., INC., 232 Madison Avenue, New York 16, MU 3-8717.

HAWAIIAN MODERN
BEL AIR—L.A., CALIF.

Lovely 2 story home just completed. 4 bedrooms, 3½ baths, many fine appointments including built-ins, marble pullmans, wet bar, room for pool.
10558 Fontenelle Way, Bel Air.
Xlnt financing. Low down. Price $87,500.
LEONARD FIDLON, Realtor
470 S. San Vincente Blvd., Los Angeles 48, Calif., OLive 3-7180.

Editorial services . . . Slidefilm scripts and production . . . Sales training in all media . . . Product and competitive-product research . . . Dealer surveys . . . *Send for your free copy, "Competitive Comparisons As A Sales Tool."*

ANALYSES INC.
5405 Oakman Blvd., Tiffany 6-7600
Dearborn, Mich.

COPYWRITER

Understand technical aspects of Hi-Fi & Electronic Eqpt. Be able to dig for the creative selling idea, present it in convincing, imaginative writing to trade and consumer. Work directly with the two owner/AE's of this successful 7 man ad agcy. 3-5yrs. exp. Ability and hard work pay off. Box 574, Advertising Age, 630 Third Ave., New York 17, New York.

Account Exec.

Highly regarded small N. Y. agency offers exceptional oppty. to talented man (or woman) with about $100,000 billing. We are growing fast and are moving into luxury quarters. We offer to the right person:

1. Immediate earnings that will prove we are far more interested in building our team than in getting rich overnight.
2. Backing in the form of first class service for your accts. and real help in getting new business.
3. A chance to participate fully in management and, later on, stock ownership.

Write us in confidence about yourself and the type accounts you have. Box number 575.

Advertising Age
630 Third Ave.
New York 17, N. Y.

NOW AVAILABLE!

In quantities—one to a thousand. Genuine JEWELTONE, fully COLOR balanced dye transfer prints from your COLOR transparency or artwork. Perfect for every sales, advertising or display need. Sizes 4x5 to 16x20. LOW COST! Example: 100-8x10 prints, $175.00, plus postage. Also, Carbro quality reproduction prints. Price lists and quotations on request.

COLORAGE, Inc.
116A S. Hollywood Way, Burbank, Calif.

New Metropolitan Areas Created in Census Revision

(Continued from Page 3)

communities which failed to qualify as metropolitan areas in the past. The remaining 143 old areas were retained unchanged.

▪ The review completed today is the first comprehensive revision of the standard metropolitan area list since the concept was invented by the Budget Bureau a decade ago as a standard denominator for government agencies in reporting local statistics.

Because the list covers all of the nation's important population centers, grouped to include thickly populated adjacent areas, it is widely used by marketing people in setting sales goals, and in establishing advertising budgets.

By subdividing the big New York-northeastern New Jersey four ways, and splitting the Chicago-northwestern Indiana metropolitan area, the new list gives standard metropolitan area status to Newark, Jersey City and Paterson-Clifton-Passaic, N. J., and to Gary-Hammond-East Chicago, Ind.

The bureau noted that some government agencies may want to group the statistics for the four New York-northeastern New Jersey metropolitan areas together in order to provide totals comparable with the 1950 census, but that the standard procedure in the future will also involve individual totals for each of the four sub-groups which have been carved out of the old New York-northeastern New Jersey group.

▪ Similarly, the bureau said, combined figures can also be published for the two Chicago area standard metropolitan groups, but that separate totals must be provided to assure a breakdown for Gary-Hammond-East Chicago.

Other new standard metropolitan areas created as a result of the review are: Fitchburg-Leominster, Mass., Steubenville, O.-Weirton, W. Va.; Ann Arbor, Mich.; Lynchburg, Va.; Anderson, Ind.; Bakersfield, Cal.; Champaign-Urbana, Ill.; Lewiston-Auburn, Me.; Muskegon-Muskegon Heights, Mich.; and Pensacola, Fla.

Areas which have been revised as a result of the review, in addition to New York and Chicago, are: Baltimore; Boston; Bridgeport; Brockton, Mass.; Charleston, W. Va.; Hartford; Lawrence-Haverhill, Mass.; New Bedford, Mass.; New Britain-New Haven; Orlando; Providence; Springfield-Holyoke, Mass.; Stamford; Syracuse; Wheeling; Worcester; Youngstown; Albany-Schenectady-Troy; Dallas; Dayton; Lansing; Newport News-Hampton; Seattle; Tulsa; Atlanta; Beaumont-Port Arthur; Columbia; Denver; Fort Worth; Minneapolis-St. Paul; Oklahoma City, and St. Louis.

▪ In announcing completion of the review today, officials emphasized that additional population centers which qualify for recognition as standard metropolitan areas on the basis of 1960 population information will be added to the list as soon as census results become available.

For administrative purposes, officials reportedly have a list of 40 to 45 other potential metropolitan areas which can be used in those instances where the 1960 population census confirms that the central city has achieved a population of at least 50,000.

In releasing the new list of standard areas today the Budget Bureau announced that in the future they are to be known as "standard metropolitan statistical areas." The word "statistical" was inserted, one official said, because the bureau does not wish to create the impression that it is trying to define marketing areas.

A complete list of the 192 areas, together with a description of each, will be available from Superintendent of Documents, Washington Printing Office, Washington 25, D. C., later this month or early next month. #

AVAILABLE IN CANADA

Space Sales Organization selling to Canadian advertisers with agencies.

Publishers with Canadian editions and split run arrangements can get effective sales representation with

CANADIAN AD-REP SERVICE
4 N. Sherbourne St.,
Toronto, Ontario, Canada

CUTS HALFTONES ETCHINGS

5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. **1.65** Larger sizes, proportionately priced.

Ward Kah Box 87-A
Glendale 6, Calif.

ADVERTISING

We handle your employment problem confidentially and effectively.

ACCOUNT EXECUTIVE $15,000
Building materials, engineering exp. to work with architects, etc.
ART DIRECTOR $12,000
Industrial and consumer exp. for highly rated ad agency.
SALES PROMOTION MGR. $12,000
Successful record in sales promotion. Electronics background.
COPY-CONTACT $10,000
Industrial and consumer experience for ad agency.
COPYWRITER $10,000
Bkgd. in photography for high level ad agency. Exc. potential.
ASST. ADV. MGR. .... $ 8,000
Retail furniture experience to become advertising manager.

B. L. CLEM
Advertising Consultant
IMPERIAL PERSONNEL
37 S. Wabash Avenue, Chicago 3, FR 2-4233

Presenting- your message to over 158,000 marketing men and women for as low as $5 per ad!

Complete coverage. Quick action. Low cost. That's why it pays to run your classified ad in Advertising Age. Try it!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

I am enclosing $____________

My Name____________________________

Street____________________________

City____________________ Z ____ State____________

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St.
Chicago, Illinois

4041 Marlton Avenue
Los Angeles 8, Calif.

Gerry
McWhorter
Parkinson
Odell
Coste
Robbins
Dunigan
Johnson
Carlson

KEEPING POSTED—*Members attending the annual convention of the Outdoor Advertising Assn. of America in Chicago found time for exchanging ideas between sessions. Bruce Gerry, manager of the Llewellyn Co., Albuquerque, N.M., discussed business with Robert McWhorter, manager of Standard Advertising Corp., Clarksburg, W. Va., and Preston W. Parkinson, Parkinson Advertising Co., Salt Lake City. Three officers of Outdoor Advertising Inc.—L. H. Odell, board chairman; Felix W. Coste, president; and Burr L. Robbins, chairman of the executive committee—discussed future plans. Frank Dunigan, president of Brinkman Corp., Fort Wayne, Ind., chatted with Henry R. Johnson Inc., Reading, Pa., and Henry Carlson, owner of Tri-City Posting, Rock Island, Ill.*

Outdoor Men Gun for Bigger Budget Share

(*Continued from Page* 1)

eral restrictions on outdoor advertising along interstate highways. But so far only two states (Maryland and Connecticut) have passed such a measure.

■ Felix Coste, former vp and director of marketing, Coca-Cola Co., who was elected president of Outdoor Advertising Inc. last January, told an OAAA sales session that OAI's drive for increased national sales volume would be conducted by "a combat team with a killer instinct behind every move we make for outdoor."

He said OAI is selling outdoor "with a forthright determination to capture our rightful share of America's $10 billion advertising budget. The dynamics of outdoor definitely justify a larger portion of the advertising dollar."

A panel of key OAI personnel discussed the ways and means the organization is using to increase sales.

Frank Cawl, director of research and promotion, said OAI has increased its promotion budget 30% this year, to $225,000. Promotion is centered around ads in business and trade magazines and newspapers.

■ Sen. John J. Sparkman (D., Ala.) told the convention that several tax measures now pending in Congress would benefit small business—good news for most of the plant operators which comprise OAAA's membership. "Despite some handicaps, the prospects for a well managed small company to operate at a profit may be reasonably bright," he said.

Sen. Sparkman said he voted against the federal highway bonus bill last year: "At that time I felt such a proposal was impractical. Frankly, I shall be somewhat surprised if this bonus mechanism does not create more problems than it may solve."

■ Several news gatherers urged OAAA members to increase activities in the area of opposing government regulations of advertising.

• Frank Blair, National Broadcasting Co. news commentator, called for an end to "inter-media squabbling" and a unified defense by all media against "anti-advertising activities of the federal government."

He cited unfavorable administrative decisions pertaining to institutional advertising, cooperative advertising and patent agent advertising as examples of how persons "who would regulate advertising out of existence" are hitting at the various types of advertising, so that "the tawdry business of having to go through Congress is eliminated."

• Bob Considine, International News Service correspondent, told the convention: "I think you people have gotten a pretty rough deal" from other media in the last few years. He suggested OAAA members try the personal approach, calling on newspaper editors and radio-tv executives to explain their position on matters pertaining to regulation of outdoor advertising.

■ Burr L. Robbins, president of General Outdoor Advertising Co., Chicago, and convention chairman this year, emphasized some of the medium's selling points at a presentation titled "Outdoor Advertising in the Space Age."

Outdoor, he said, offers color at no extra cost, widespread availability of color, long life and repetition, flexibility of showing and distribution, and is free to the viewer.

■ At OAAA's business session, members approved a proposal to issue a loose-leaf catalog type of record for outdoor data. One section will contain data on rates, population, coverage intensities, audited circulation, types of panels, discount plans and other information. A second section is to list the outdoor companies and their markets.

The new record, approximately 1,500 pages, will cost an estimated $100 per set for the first set and $25 for additional copies.

The association also authorized the expansion of OAAA's five-year market research program to test coverage and repetition factors. The association has collected data on traffic patterns in 14 test markets over the past four years.

■ OAAA's annual mass communications service award—presented to a leader in another medium—was given this year to Hugh E. Curtis, editor of *Better Homes & Gardens*, for his work in promoting safe driving through his magazine and through service with the National Safety Council.

Two Myles Standish awards "for distinguished service to outdoor advertising" were given. Winner of the 1958 award is George L. Knapp Jr., incoming president of OAAA and partner, Knapp Advertising Co., Tulsa. Phillip Tocker, secretary of Waco Outdoor Advertising, Waco, Tex., was given the 1959 award.

■ The Myles Standish award, established in 1954, honors a former president and board chairman of OAAA.

New OAAA officers are Odell S. Hathaway, owner of Midport Co., Middletown, N.Y., chairman of the board; Mr. Knapp, president; and Harry O'Mealia Jr., head of O'Mealia Outdoor Advertising Corp., Jersey City, N. J., vp. W. D. Billingsley, president, Tri-B Advertising and several other outdoor advertising companies headquartered in Little Rock, Ark., was reelected treasurer. #

JAMES N. HARVEY, *formerly creative group head with McCann-Erickson, has joined Richard K. Manoff Inc., New York, as creative director and vp. He is the first vp named at Manoff since the agency was started on March 1, 1956.*

Marlboro Stress Shifts from Flip to Soft Pack Sell

(*Continued from Page* 3)

Marlboro have one now?"

The ad goes on to define a soft pack and then makes a candid admission—rare in any kind of advertising—that some smokers don't dig the flip-top box.

"Lots of people tried Marlboro," the ad says, "and practically all of them liked the cigaret. Most of them liked the flip-top box, but some insisted, 'Marlboro is a fine cigaret and I'll buy them when you put them in the soft pack.'

"So we did [and] now, if you prefer a soft pack, and you would like a cigaret with better makin's that gives you a better smoke through an improved filter, you can have 'em the way you want 'em. In a Marlboro king-size soft pack."

■ The Marlboro newspaper ad, via Leo Burnett Co., winds up cautioning the consumer to watch it lest he buy cigarets in a flip-top box. "Don't forget to say 'in the soft pack.' Otherwise you'll get Marlboros in the flip-top box—which isn't a bad idea either."

Marlboro's concern over its identification with the so-called "hard package"—or flip-top box—points up a growing marketing problem facing the cigaret industry. That problem is the multiplicity of package types, cigaret lengths and filter factors among varying brands.

Most cigaret makers have been content with advertising the brand name and playing up other features as secondary items in their advertising copy. #

Sylvania Drops Co-op Ads for Radio, TV Sets

(*Continued from Page* 1)

localize our national advertising and we plan to do this by tying in our local ads with our national magazine advertising. We expect to get many more miles for our ad dollars."

■ Here is how the old co-op ad plan worked. Sylvania would charge its distributors so much money per receiver for advertising and the company would match all money derived from distributors. The co-op fund was administered by Sylvania.

For example, if a retailer spent $500 for advertising of Sylvania products in local media, the retailer would submit the bill to the Sylvania distributor, who would give the retailer a $250 credit in cash or merchandise. The distributor would then forward the invoice to Sylvania and the manufacturer would reimburse the distributor for half of this amount or $125 from the co-op fund.

Under the new plan, Sylvania will not bill distributors for co-op advertising nor will Sylvania put any money into a co-op fund. The company has recommended that its distributors set aside just as much or more money for co-op advertising as they did under the old plan. All arrangements and reimbursements under the new plan will be between the Sylvania distributors and retail outlets.

■ Sylvania will continue to provide its distributors with newspaper ad mats, radio and tv spots, direct mail and other advertising materials as the company did in the past, Mr. Lunney said.

The company decided to drop co-op advertising, Mr. Lunney said, because of the high costs of administration, and because Sylvania was not satisfied with the quality of advertising being done by distributors and retailers. He also said the U.S. government is planning to levy a 10% excise tax on contributors to co-op ad funds.

He also pointed out that much agitation was created in cases when Sylvania refused to approve a co-op ad done by a distributor or retailer. He also asserted that funds spent by retailers and distributors for co-op ads were tied up for weeks or months until Sylvania approved the expenditures.

■ "This move will streamline our over-all advertising program," Mr. Lunney said. "We will get more depth, and what we say nationally will be carried down to the point of sale with our new local ad programs. Our local ads will add good merchandising support to what our distributors and retailers have already been doing."

He said that Sylvania distributors will invest just as much money for advertising in the future as they did in the past "because retailers handling our products and the competition will force them to continue their advertising efforts."

The move also will greatly benefit Sylvania's agency, J. Walter Thompson Co., he said. The agency will receive its regular 15% commission on all future Sylvania local advertising. In the past, the agency was not compensated for the co-op ads.

■ Asked if Sylvania would be charged the national rate for local advertising, Mr. Lunney said it depends on the market. "However, we plan to buy our local advertising at the lowest possible rate," he said. "If the agency is not paid a commission by the media, we will compensate them for the ads."

He said that co-op advertising amounted to about 35% of the home electronic division's advertising budget in 1958. He declined to say how much the division invested in advertising last year. However, Sylvania Electric Products, the parent company, and its divisions invested more than $4,000,000 in measured media last year.

Sylvania's new localized ad program will not begin until the fall, he added. The company will invest just as much money in local ads as it did in co-op advertising, he said.

■ "We feel this is a step in the right direction," Mr. Lunney said. "We realize that retailers must offer deals or reduce prices in their ads in order to build store traffic.

"On the other hand, we will have an opportunity to stress features and quality and feature the Sylvania name with our local advertising." #

F&K Promotes Barrett, Lawler to Exec VPs

The Foster & Kleiser division of W. R. Grace & Co., San Francisco, has promoted N. F. (Shad) Lawler to the new post of exec vp in charge of national sales, and Ross Barrett to exec vp and general sales manager.

Mr. Lawler, formerly exec vp and general sales manager, joined the company in 1953 as vp in charge of sales. He formerly was a vp of Geyer Advertising. Mr. Barrett joined F&K in April, 1958, as vp in charge of the southern division.

McCann Names Clyne to Board

C. Terence Clyne, senior vp of McCann-Erickson, New York, has been named to the agency's board of directors. With McCann since 1954, the veteran agency man is responsible for tv-radio programming services for all the agency's offices.

Babbitt, U.S. Treasury Join in Coupon Drive

(Continued from Page 1)

to mobilize substantial in-store publicity in supermarkets throughout the country and to get help through co-op advertising by the stores.

■ No clues were offered as to the other manufacturers who are likely to join in the project, but the Donnelley organization is preparing to go all out, with a presentation complete to a film strip. Prospects are said to be in sight in such fields as soup, frozen food, coffee and even non-food items such as stockings and brassieres.

Asked if other soap products would be welcome, Mr. Lachner said, "It is open to everyone, though I doubt that the 'Big Three' would be interested in following our lead."

Creation of the savings bond plan is probably the most ambitious effort yet by the fast-moving Babbitt management. In recent months it has reaped immense publicity with its subway ride deal. And in January it began rounding out its product line by acquiring the Charles Antell, Baltimore cosmetics marketer. Babbitt and Antell products which will participate in the savings bond couponing project range from Cameo cleaners, to Bab-O Instant insect killer, Bab-O pads, Hep oven cleaner, Glim, and the whole Antell line.

■ In preparation since November, the savings bond promotion already has been divorced from the Babbitt organization and set up in a separate non-profit organization known as OBA—Own a Bit of America. OBA's president is Ralph C. Robertson, who is also ad director of Babbitt. It has two R. H. Donnelley executives on its board, including Hamilton Mitchell, Donnelley's regional vp for New York, who is vp and administrative officer of OBA.

While OBA has not retained an agency of its own, the samples were prepared by Brown & Butcher, Babbitt's agency, and this agency is believed to have the inside track for the account when OBA is in a position to have its own budget.

■ The advance publicity emphasizes that the plan is an outgrowth of the transit promotion which Mr. Lachner introduced in New York last summer. Under that plan, product labels on Babbitt products were redeemable for free bus and subway rides. According to Mr. Lachner, the plan "saved the 15¢ fare" in New York by luring riders back to public transit and got "$2,000,000 to $2,500,000 worth of publicity" for Babbitt.

He told ADVERTISING AGE Nielsen figures show the promotion has done wonders for Babbitt wherever it is being used.

■ The Treasury Department's official statement in behalf of the OBA plan was worded with proper restraint, but savings bond chief James F. Styles and other Treasury people who attended the preview here were openly enthusiastic.

Mr. Styles stressed that the Treasury believes it will benefit because the couponing promotion will get millions of people started on savings stamps.

"They can always speed up the savings process by buying the same stamps at the post office," he added.

He took special pains to point out that OBA is even reimbursing the Treasury for the special folders which will be distributed to stamp savers. He reported 1,000,000 folders have been ordered.

■ "We are in the enviable position," he commented, "of having someone who is willing to buy our product at the full list price, and then to pay for the advertising to promote it."

The mechanics of the plan operate this way: Beginning in September, Babbitt products will include a printed coupon on the label worth 5¢ or 10¢ toward savings stamps (according to the price of the item). Purchasers mail coupons in 25¢ combinations to OBA Corp., P.O. Box 1776, Mount Vernon, N.Y. (which is the R. H. Donnelley address). The savings stamps come back in a special folder with a reminder, "When you shop, always look for the OBA symbol . . . The products bearing this mark are all well known for their quality and performance. Furthermore, the redemption of the free coupons for the U.S. savings stamps not only helps the drive against inflation but is an ideal way to build for your future security through the easy accumulation of U.S. savings bonds at no additional cost to the family budget."

■ Mr. Lachner emphasized that all costs for the stamps and the operation of the couponing program will be absorbed by the companies involved, and that Babbitt is not planning any price increases. He quipped, "Nor are we getting any discount on the stamps."

Representatives of four food chains—Safeway, Food Fair, Giant and Food Town—who attended the press preview voiced approval. #

3 More Execs Leave Revlon

NEW YORK, June 12—Reported resignations at Revlon Inc. this week included William E. Mewhort, exec vp; Raymond Marcus, director of marketing, and Margot Mallary, advertising manager for lipstick, nail enamel, eye makeup and other products.

Mr. Mewhort has been with the company for about one year. He could not be reached for confirmation, and Revlon officially denied he had resigned. Mr. Marcus was assistant to Jack Kauffman, whose resignation as merchandising vp ADVERTISING AGE reported last week. He is moving to Ogilvy, Benson & Mather, where he will be account supervisor on Helena Rubinstein. Dorothy Kaplan, assistant fashion director, succeeds Mrs. Mallary. #

General Foods Fourth Largest Advertiser, Reynolds Tenth

General Foods Corp. spent $11,020,780 on spot television in 1958, not $1,020,780 as stated by AA in a listing of advertising expenditures of the 100 leading national advertisers (AA, June 8). That increased the company's total expenditure in eight measured media to $53,720,430, and raised its rank from seventh to fourth.

R. J. Reynolds Tobacco Co. spent $16,002,213 in network tv, not $6,002,213 as listed. That boosted Reynolds' total expenditure in eight media to $33,191,938 and its rank from 15th to tenth. The corrections come about as a result of typographical errors in figures published by Television Bureau of Advertising.

Last Minute News Flashes

Benjamin Electric Picks Henri, Hurst

DES PLAINES, ILL., June 12—Benjamin Electric Mfg. Co., a division of Thomas Industries Inc., has named Henri, Hurst & McDonald, Chicago, to handle its account. Benjamin Electric, which billed about $75,000 last year, was resigned by Hanson & Stevens, Chicago. The company has set a $250,000 advertising budget for the last six months this year but media have not been determined. Henri, Hurst now handles advertising for all divisions of Thomas Industries.

Budd Co. Names Aitkin-Kynett

PHILADELPHIA, June 12—Aitkin-Kynett has been awarded the entire Budd Co. account, including some affiliates, and will take over the account of the parent company the end of July. The affiliates will come into the fold about Jan. 1, 1960. On July 22 Lewis & Gilman completes its long association with Budd, maker of heavy industrial goods. Erwin Wasey, Ruthrauff & Ryan, Philadelphia, handles Continental-Diamond Fibre Co., a large Budd affiliate. Billings for this company also may go to Aitkin-Kynett. Budd and its affiliates bill a reported $750,000.

New York D.A. Seeks Release of TV Quiz Jury Data

NEW YORK, June 12—General Sessions Judge Mitchell D. Schweitzer will hear arguments June 26 on the contention of Joseph Stone, assistant district attorney, that a grand jury report on alleged tv quiz show rigging should be made public. Judge Schweitzer ordered the report "impounded and sealed" when it was returned by the grand jury Wednesday. Lawyers for Entertainment Productions, producer of "$64,000 Question" and "$64,000 Challenge," confirmed that they challenged the judge's right to make the report public. Reportedly the jury's report named no one, but contained a detailed explanation of the alleged rigging methods.

BBDO Gets New GM Mixes; Other Late News

• **General Mills** has assigned six new Betty Crocker dessert mix products to Batten, Barton, Durstine & Osborn—orange and caramel pudding cake mixes, white and caramel fudge frosting mixes and pound cake mixes. Billings on the products, if successful, may reach $2,000,000.

• **Philip L. Crittenden,** formerly with the Chicago office of Maxon Inc. and before that manager of national advertising and pr of Hotpoint Co., has been named midwestern manager of Harper-Atlantic Sales, with headquarters in Chicago. He replaces Andrew Mawhinney, who has left the company.

• **Federal Trade Commission** charged yesterday (June 11) that substantially the entire auto tire industry is involved in a price fixing conspiracy in replacement tires and tubes. The complaint involves two leading associations and 15 manufacturers.

• **Melvin Birnbaum,** who resigned a month ago (AA, May 11) as exec vp of Knomark Inc., the Revlon subsidiary that makes Esquire shoe polish, has joined American Home Products Corp. as executive assistant to the president.

• **The seven New York dailies** which teamed up to make a sales presentation to Detroit auto makers in May (AA, May 18) reportedly are weighing similar presentations in other classifications, including food, appliance, drug and liquor makers. The newspapers were said to be holding off until fall, when results of the Detroit project will be in.

• **Victor W. Canever,** account executive for the AC Spark Plug division of General Motors at D. P. Brother & Co., Detroit, has been named senior vp, member of the executive committee and supervisor of the AC account. He replaces Thomas J. (Tim) King, formerly supervisor of all Brother's GM accessory accounts, who moved to McCann-Erickson (AA, June 8). Brother also promoted John H. Owen to account creative supervisor on AC.

• **Representatives of the St. Louis Post-Dispatch and Stereotypers Union** are meeting, as ADVERTISING AGE goes to press, to negotiate settlement of a strike which shut down both the *Post-Dispatch* and *Globe-Democrat* June 10, just ten days after the *Globe-Democrat* resumed publication following a 99-day strike by the St. Louis Newspaper Guild. The *Globe-Democrat* now is printed by the struck *Post-Dispatch* on contract.

• **Rockwell Mfg. Co.,** Pittsburgh, has reorganized its advertising department with four appointments: Joseph A. Mark, formerly product ad manager at Carborundum Co., Niagara Falls, N. Y., is ad manager of the power tool divisions; W. Richard Bleichner was promoted to ad manager of meter and valve and petroleum and industrial divisions; William H. Douglass Jr. is promoted to ad manager of the municipal and register divisions; and Clifford A. Thompson becomes editor-in-chief of Rockwell's eight publications.

• **Lightolier Inc.,** Jersey City, N. J. (Alfred Auerbach Associates) will start a tv saturation test for its $14.95 desk lamp in mid-September in Cleveland, on one or more still-to-be-selected stations.

• **National Van Lines,** Chicago, will hear presentations by "three or four" agencies, following the resignation of its account by Wade Advertising, Chicago. Wade has handled the account since 1954. T. F. Williams, National Van ad director, told ADVERTISING AGE he expects to name a new agency in about a month.

• **Vincent F. Aiello** has "reluctantly" resigned as senior vp in MacManus, John & Adams' New York office because the position has required him to spend increasingly long periods in the agency's Bloomfield Hills headquarters. His decision, he said, appeared to be "the only solution, in fairness both to the agency and my family."

• **The Saturday Evening Post** plans to test a 20¢ cover price at newsstands in Utah, Montana and Wyoming beginning with its June 27 issue. The "experiment" with a 5¢ higher-than-usual price involves about 25,000 copies in those states. (*Life* tested a 19¢ cover price—and has changed to the lower figure as standard. *Look* sells for 20¢.)

• **American Cancer Society** today (June 12) denied the accuracy of recent newspaper reports that it plans to launch an anti-cigaret smoking campaign projected for adults.

• **Buttenheim Publishing Corp.** will issue a new publication in January that will incorporate into its format two existing Buttenheim magazines —*Educational Business* and *School Executive*. The name and details about the new magazine will not be released until mid-July; a pilot issue will be published late this summer.

FRANK C. WEBER *has been elected exec vp of D'Arcy Advertising Co., New York. A vp and member of the board, Mr. Weber supervises account work for Studebaker's Lark and Royal Crown Cola Co. and supervises D'Arcy marketing operations.*

Lewin Bows Out at Mogul, Lewin, Williams & Saylor

(Continued from Page 1)

tive," he said, "but this is one area where there will be absolutely nothing to say."

■ Telephone callers were simply informed that Mr. Lewin was "not in." An ADVERTISING AGE reporter who asked when Mr. Lewin was expected was told, "This is not his regular secretary; she's on vacation, so I don't know whether he's taking the day off or not."

The lips of Arthur Poretz, agency pr director, were also sealed.

■ A check in the advertising departments of about 12 Mogul, Lewin clients—including Adam Hat, Barricini Candy, Esquire Shoe Polish, Lily of France, Ronzoni Macaroni, Henri Stern Watch, Courtauld's and Tintex—uncovered no one who knew (or who would acknowledge he knew) of Mr. Lewin's departure from the agency.

• One advertising director said, "You're putting me on a spot," conceding he knew something which was told him in confidence. "I'm not a very good liar," he added, "so please don't ask me any more questions."

• Another commented: "I don't think I have anything I could discuss with you . . . I know all about it, but I cannot discuss it." But most of the clients who were called by AA either had or feigned no knowledge of Mr. Lewin's departure.

■ In the face of these circumstances, Sidney M. Weiss, exec vp of the agency (he was president and treasurer of Lewin, Williams & Saylor), maintained there was nothing more to the situation than a premature "leak" of Mr. Lewin's retirement.

"One of the things we don't think should be done is for someone to announce his retirement before the retirement date," he said. "Retirement was inherent in the [merger] arrangements," he continued, and "we'll announce it when we're ready." #

KTTV Ad Show Starts July 11

KTTV, Los Angeles, which has set a half-hour program of uninterrupted commercials (AA, June 1), will begin the show July 11, not June 11 as originally announced. Richard Moore, KTTV president, said the station currently has material from 17 agencies for the show and inquiries from about 40 more.

Lamb Holt Wilson Wakefield Chaney Rindlaub Silha Cone

MADISON MEETS MAIN—*Some of the host club officials and some of the speakers at the Advertising Federation of America meeting in Minneapolis gather under the symbol of the meeting. Included are John Lamb, Batten, Barton, Durstine & Osborn, retiring president of the Minneapolis adclub; Bobb Chaney, BBDO, program chairman; Roger Holt, Munsingwear, convention chairman; Otto Silha, Minneapolis Star and Tribune, who presided at the opening session, and Lyman Wakefield Jr., First National Bank of Minneapolis. Congressman Bob Wilson (R., Cal.); Jean Wade Rindlaub, BBDO, and Fairfax M. Cone, Foote, Cone & Belding, were speakers.*

AFA Speakers Plead for 'Surprises,' Better TV, End of 'Silly' Jingles

(*Continued from Page 3*)

tising is interrupting, "and our challenge is to see that the interruptions are welcome and worth while."

■ Mrs. Rindlaub reported that interviewing a sample of the residents in Sauk Center, Minn.—the "original Main St." of Sinclair Lewis' work—indicates that Main Streeters have no particular image at all of advertising or Madison Ave., and don't think much about it—except that they don't believe too much of advertising can be completely believed.

People on Main St. aren't much interested in large and impersonal problems; they are, like people everywhere, deeply concerned with the things that immediately affect them, Mrs. Rindlaub said. Most of them think of advertising as helpful, but fewer consider it interesting, and fewer still regard it as pleasant.

The advertising business owes the people of Main St. a maximum of self-censorship in advertising, she said, to avoid the unpleasant, the untruthful and the offensive.

■ The "challenge" to advertising was continued on Tuesday with five speakers offering a challenge from the creative arts, and on Wednesday with two additional speakers bringing a challenge from business.

At the Tuesday morning session, Robert Lee Sherrod, managing editor of *The Saturday Evening Post*, told of some of his experiences as a writer and editor, while Jimmy Ernste, artist and lecturer, pointed out that the principal difference between fine and commercial art is that the gallery artist is free and unhampered whereas the reverse is true of the advertising artist.

What the fine artist tries to communicate has little to do with the advertising man's notion of communication, he said. "Fine art has nothing to sell," he said. "The great art of all ages waits patiently to be discovered when the audience is ready to accept it—in a very real sense, the successful artist is forecasting the important communicable ideas of the future."

Ivan Dmitri, famed photographer who does the "Face of America" series for the *Post*, emphasized that something like 90% of advertising illustration is now photography, and that the communicative picture, in the advertising sense, must go beyond providing esthetic satisfaction.

If advertising agency people and advertisers would let photographers and artists join their team, without worrying too much about who got credit for doing what, there could be a considerable improvement in advertising art, he said.

■ At the Tuesday afternoon session David Susskind, exec vp and producer of Talent Associates, New York, raked television programming over the coals. "Tv is in acute trouble," he said, asserting that "there's a little that's very good and a lot that's very bad"—that the air is filled with "puerile pap and soporific slop," and that critics blanch at the "rising river of rubbish."

He urged a seven-point program of improvement for television, including:

Restore balance in programming, with maximum and minimum standards for each type of program, including public service programs in prime time; introduce new faces and formats, and especially use the summer replacement period to try out new concepts; break through the rigid time barriers ("Why not occasional two-hour or all-evening programs?"); worry more about qualitative than quantitative statistics on listening; restore Chicago as a network origination point in order to get some midwest thinking into the national picture; and be willing to take some small chances with material which is not completely neutral and innocuous ("Let the sponsor who wants to be perfectly safe run his advertising in *The Saturday Evening Post* or in the newspapers").

■ Mitch Miller, vp of Columbia Records Co. and performing artist, told the group that America has come further away from cultural delinquency in music than in any other art form, but that the music of advertising leaves much to be desired.

"What can only be called 'comic book music' fills the radio air," he said, "and at least three-fourths of the music that surrounds the $475,000,000 worth of annual radio spots is designed to appeal to children under 16, and in the process surrounds the advertiser's message with an aura of juvenile irresponsibility which detracts from sales messages aimed at adults.

■ "You worry about your company image, and then you tie up with this silly music on radio," he said. "Throw away your slide rule on radio cost-per-thousand and worry more about the kind of music that surrounds your message. And if music doesn't heighten the emotional impact of the message and the image you want to project, don't use it."

As for television, Mr. Miller said that most music suffers in impact because it does not measure up to the hi-fi standards which the listener has grown accustomed to. Television is paying too much attention to sight and not enough attention to sound, he said.

And, there is too much production on music numbers—too much inclination to surround a great performer with production devices and gimmicks that get in the way of conveying the kind of message a good performer projects to an audience.

■ Two reassuring facts were brought to the convention by Dexter M. Keezer, vp and director of economics, McGraw-Hill Publishing Co. First, he said, business is on a sustained upswing, and if there is to be rough going, "there is little prospect that it will be this year or next."

Second, said Mr. Keezer, there is strong evidence that advertising "is coming of age as a force to stabilize American business instead of aggravating business booms and busts." During the first two recessions after World War II, he said, the volume of advertising kept on rising, thus providing a stabilizing force for the economy. This was not true during the 1957-58 recession, but even so the drop in advertising was relatively modest, and there is real hope that this new pattern of counter-recession advertising can be maintained, he said.

"There would be a better chance of having things turn out constructively," said Mr. Keezer, "if, during the period of business expansion and prosperity which clearly lies ahead, advertising people would give some thought and planning to the problem of maintaining advertising volume when the going gets rough."

■ "The increasing expenditure of advertising dollars at a decreasing rate of return is the key problem facing the advertising industry today," Robert J. Keith, exec vp, Pillsbury Co., told the AFA.

Recalling that if advertising doubles in the next decade, as it did in the one just passed, the 1969 advertising bill in the U. S. would be $20 billion, Mr. Keith said: "It is not the fact that advertising budgets will be bigger in 1969 which troubles advertisers—it is the fear that the *return* on these budgets will not increase in adequate proportion."

As a consequence, he emphasized, the productivity of advertising dollars must be measured just as accurately as the productivity of production dollars—and that means greater research and a more scientific approach to all advertising problems, including those of media selection.

■ Advertising people play a major role in many civic enterprises, but they are woefully lacking in active political participation, John C. Cornelius, president of the American Heritage Foundation and formerly exec vp of Batten, Barton, Durstine & Osborn, told the convention.

"Let us enlist advertising excellence in the pursuit of political excellence," he said. "The first step for each of us in advertising is to join the political party of our choice. Attend all meetings. Be a doer, not a spectator. Take an active part in party affairs and exert a real influence in running the party.

"Even if some of us are independent voters, it is still essential that we become active in the party that is nearest to our views. Only in this way will we get better candidates to run for office. Only in this way will we get cleaner politics and better government."

■ Mr. Cornelius also reported on his own survey of 100 thought leaders and their opinions on public service advertising. Of the 29 who replied, he said, only eight were aware of the work of the Advertising Council.

"Of the 29, 28 lambaste us on two counts: (1) The advertising business is falling far short of its public service responsibilities; (2) much commercial advertising is either silly, dishonest or in bad taste," he said. #

. . . means

Bertsch + Cooper

. . . it also means

Chicago's

largest, complete

typographic service

facilities

Type faces used are:
Modified Venus Medium & Bertschtype 70B

LIFE households buy MORE SHAMPOO than the top brand sells

Even the biggest manufacturer doesn't sell enough shampoo in a year to supply LIFE-reading households.

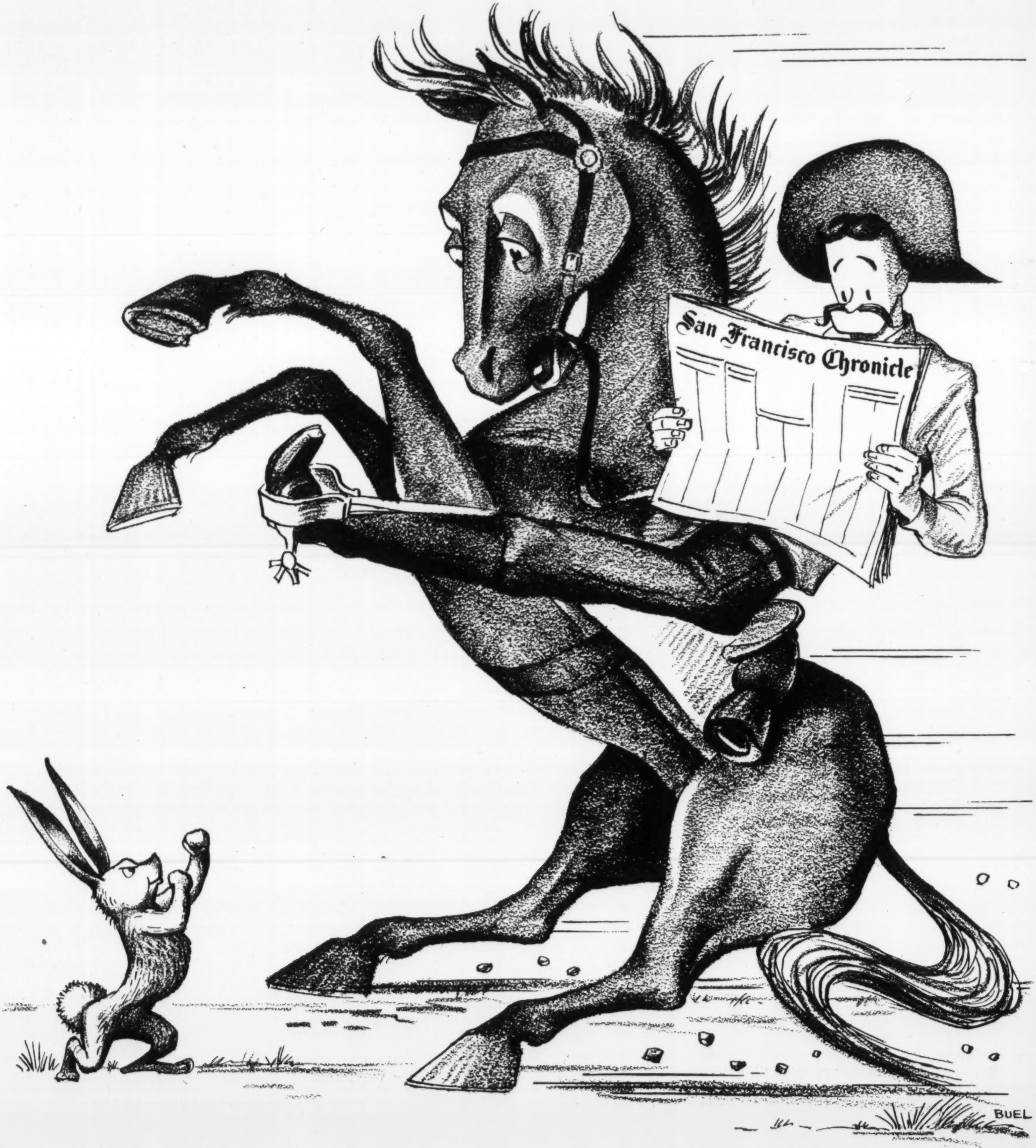
The 15,300,000 U.S. households that read an average issue of LIFE account for 34 cents out of every dollar spent on shampoo. And over the course of six issues, this spending power builds to 65 cents out of every dollar spent on shampoo.

It takes a big market of alert, enthusiastic, vital readers—eager to try whatever is new or better—to create a demand like this one. Yet, it is going to be even bigger in the booming Market of the 1960's. And so will be your opportunity for selling.

For growth is a fact of LIFE, too. In the last quarter of this year, LIFE's bonus to advertisers will be 400,000 over its present rate base of 6,000,000 copies a week. And next year—when shampoo, soft drinks, cigarettes and so many other products will be selling at all-time highs —LIFE's circulation base will be at an all-time high also—6,500,000 copies a week.

BIGNESS IS A FACT OF LIFE

THE CHRONICLE MEANS THE WEST


San Francisco Chronicle
BUEL

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